

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXV.

NEW YORK, Nov. 18, 1908.

No. 8.



## Talk About



## "Results from Advertising"

What better results can be had than to have your advertising in magazines sold by dealers who also handle advertised goods—who sell the magazines to their own customers—who see their customers coming back asking for the goods advertised?

This is what happens when you advertise in "The Butterick Trio."

17,000 general store-keepers and dry-goods merchants sell the magazines of "The Butterick Trio," because they are "fashion magazines."

Ten Million Women read these magazines—read them—study them, and come back to the dealers who sold the magazines *asking* for goods advertised in them.

Only "The Butterick Trio" magazines can offer you such results as this, because *only* "The Butterick Trio" magazines are sold by over 17,000 general store-keepers and dry-goods merchants.

Do you want such results?

Then—advertise in "The Butterick Trio."

Manager of Advertising  
Butterick Building  
New York City

F. H. RALSTEN, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago

## Ask Our Advertisers

# Women Are Agents— Not Principals

**L**ACKING initiative she buys by some man's direction. She dreads to decide alone and "burn her bridges": she must have some one behind her in case of fault. Who ever heard of a woman's buying a new soap or a cereal "because it was advertised!" She may buy because Mrs. Jones says it is all right—after she has spoken to John about it.

It is the man of the family who is the advertiser's friend. Trained to think quickly, judge carefully and act on his own responsibilities he is open to conviction. If your article and advertising appeals to him he asks Mary to buy without more ado.

Advertisers of household goods who trace carefully find the men are their customers. The papers in the Magazine class which notably offer the greatest buying force per thousand circulation are "Men's" papers. A lamp, a mattress, a furniture manufacturer, each reports that even in the cities the bulk of their goods are sold *not only through, but actually to men.*

In the country this is doubly true. When carpets, furniture, stock food, china or anything else is to be bought for the farm who is it goes to town? Man, mere man. The wife may go along *sometimes* but the man *always*. It is he you must reach, city or country, if your advertising is to be most effective. Tell your story to the principal first hand, not through an agent.

And he will respond. In the country (where 65 per cent. of the

**GEORGE W. HERBERT,**

Western Representative,

1736 First Nat'l Bank Building, Chicago

American people live) competition being less keen than in the cities, the response to advertising is almost instantaneous.

## A Sewing Machine Manufacturer

with world wide distribution through his own agencies was startled by the response from six months' Standard Farm Paper advertising. He had thought the whole world covered: he found a new, responsive, virgin field for business. Why? Because

## Men Are The Buyers

### Standard Farm Papers

#### Reach Buying Men

Standard Farm Paper advertising sells cameras, clothing, dress goods, guns, household supplies and a hundred other articles direct or through the dealer. It gives a greater selling force per dollar expended than any other form of advertising. Because the Standard Farm Paper, being a business proposition to the farmer, is read more closely than the city man's magazine; second they give greater circulation per dollar of cost; third, they reach the greatest percentage of principals—men.

The following papers, because of proven selling power, have come to be known as

## Farm Papers of Known Value

**The Ohio Farmer**

**The Michigan Farmer**

**The Breeder's Gazette**

**Hoard's Dairyman**

**Wallace's Farmer**

**The Wisconsin Agriculturist**

**The Indiana Farmer**

**The Farmer, St. Paul**

**Home and Farm, Louisville**

**The Dakota Farmer, Aberdeen**

**The Oklahoma Farm Journal**

Let us show you what others have done and are doing in trade expansion through Standard Farm Paper advertising. Let us show you what you might do and how little outlay an effective campaign requires. We would be glad to send you our quarterly, "Standard Farm Paper Advertising."

**WALLACE C. RICHARDSON**

Eastern Representative

725 Temple Court, New York City

# PRINTERS' INK.

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## VALUE OF HOUSE ORGANS.

WHAT LEADING FIRMS WHO HAVE USED THEM HAVE TO SAY ABOUT THEM—AVERAGE MORTALITY OF SUCH PUBLICATIONS ABOUT FIFTY PER CENT—REASONS WHY MANY OF THEM FAIL—HOW ONE PAPER HELPED TO BUILD UP A LARGE BUSINESS—PARTIAL LIST OF THOSE NOW ISSUED.

A form of advertising that is rapidly increasing in popularity from year to year is the house organ, which may be described as a publication issued at frequent and regular intervals by merchants and manufacturers for the purpose of promoting the interests of the firm.

As no complete list of house organs has ever been compiled, it is difficult to estimate the number now issued in the United States, but it is safe to assert that nearly every business is represented by from one to several hundred.

House organs may be divided into two general classes, those issued for employees and those issued for the trade at large. Each class appeals to a different clientele and occupies a separate field. For instance, some are designed to arouse an *esprit du corps* among the members of the home organization; some to encourage the salesmen in the field and keep them posted on what the house is doing to back up their efforts; others are intended to develop a live interest in the firm and its products among retailers or the general public.

Of course the efficiency of any of these publications depends upon the manner in which it is edited and managed. It is too frequently the case that the editing of a house organ is turned over to a clerk or

some incompetent person who has little time to spare and regards his job as an imposition. His work is done in a perfunctory manner, and without serious thought, and the result is an inane and ineffective publication.

On the other hand when the house organ is gotten out by a man who is fitted to do the work, one who has enthusiasm and a firm belief in the purposes for which it is issued, he will turn out a paper that will make those who receive it sit up and take notice.

There is a wide divergence in the character and appearance of the various publications. Some are narrow in size—just right to slip into the pocket like *Bucks Shot*, published by Bucks Stove & Range Co., of St. Louis. Others are in form and appearance similar to the standard magazines, and of which the *Belknap Magazine*, put out by the Belknap Hardware & Manufacturing Co., of Louisville, is a good example. This publication is illustrated by excellent half-tones, is printed on a high-grade of paper and contains many interesting features each month.

The publications in the technical field are uniformly good. High-grade typographical work is usually insisted upon, especially in the *Bulletin of the New York Edison Co.*, New York, and *Light & Power*, published by the Public Service Corporation, of Newark, N. J.

The house organs issued by retail and department stores are not, as a class, as expensive as those issued by manufacturers. Still there are several that rank high, including *Modern Housekeeping*, published by the Siegel Cooper Co., New York.

Some of the magazines issued

by the automobile manufacturers are among the most attractive in the field. The *Auto Era*, issued for general distribution by the Winton Motor Carriage Co., is an excellent example of this class.

It is a significant fact that the annual death rate among house organs runs as high as fifty per cent. An examination of the causes leading to their suspension shows that many were started without due consideration of the cost or labor entailed in their publication.

In 1903 PRINTERS' INK published a list of sixty-seven house organs. Of these, twenty-eight are known to have been discontinued for various causes.

Just why they were discontinued is of interest to general advertisers, and the following are a few of the reasons given to PRINTERS' INK by firms whose house organs were enumerated in the list of that year.

*Tengwell Talk*, the Tengwell Co. (loose leaf systems), Chicago: "We learned we could secure greater sales by spending the same amount of money on salesmen."

*Miller's Price Cutter*, Edward Miller, Jr., Evansville, Ind.: "When I began to publish it I had one store; now I have five. It did its work all right, but I believe in progress."

*Stimulator*, Strauss Brothers, tailors, Chicago: "Pressure of work made it impracticable to get the paper out regularly. While the paper was issued it undoubtedly did us a great deal of good. We believe heartily in the idea."

*Cent Per Cent*, Mitchell, Schiller & Barnes, brokers, New York: "The business depression that existed for more than a year did not justify its cost in the shape of business produced by it. We expect the first of the year to resume the publication of a similar paper."

*Woolology and Furology*, Herman Reel, Milwaukee: "I feel indebted to these little booklets for the success of my business, but I ceased publishing them in 1906 as I felt that I had gotten what benefit I could from them."

*Corbin*, P. & F. Corbin, manufacturers of hardware, New Britain, Conn.: "It did good work for us while published, but we thought best to adopt other means of publicity."

*Kaim's Store News*, Ed. Kaim, Houston, Texas: "We started with 5,000 copies and gradually increased the issue until we sent papers to 20,000 names. After eighteen months of hard work we gave it up because it did not justify the expense."

*Checkerboard Monthly*, Ralston Purina Co., St. Louis: "We did not publish the paper very long because we

soon discovered that the expense of it was far greater than the value of the advertising we derived from it."

*Practical Wall Street*, Mallen & Wye-koff, brokers, New York: "We found a cheaper way of following up business."

*Grist*, the Smith Brooks Co., printers and lithographers, Denver, Colo.: "Although we issued 10,000 copies two or three times covering the Middle West we never sold one dollar's worth of printing that could be traced to this publication."

Let us now turn to the other side of the shield and examine the opinions of those who believe in the house organ and have found it to be of great service.

One of the oldest house organs is *Graphite*, published by the Joseph Dixon Crucible Co., Jersey City. The house prints 15,000 copies each month. H. S. Snyder, the advertising manager, says: "The fact that we have continued to publish this organ ten years would indicate our belief in it. Outside of the constant receipt of letters from readers complimenting us on the publication we have no tangible evidence of results."

Concerning the *Arrow*, the N. & G. Taylor Company, manufacturers of tin plate, Philadelphia, write: "We have found it a useful means of discussing matters of material interest with our clients and believe that it has done us much good."

That the house organ helps makers of gowns and millinery is shown by the experience of Kate E. Tirney, who says of *Shop Talk*: "It is now in its seventh year and has proved a valuable means of advertising my business, practically without cost. Any work of this kind published by a concern of standing with a valued list of patrons, can command sufficient advertising from merchants it patronizes to cover the cost of publication."

Manufacturers of automobiles have found house publications of distinct advantage. The Winton Motor Carriage Co., Cleveland, say of the *Auto Era*: "It is now in its eighth year, and we regard it as our most profitable means of advertising."

The Marshall-Wells Hardware Co., Duluth, Minn., publish *Zenith*,



concerning which they write: "The standing of the paper among the trade in the Northwest makes it a very profitable advertising proposition for us. It is recognized by a majority of the hardware dealers as a trade publication."

Of *Adler's Suggester*, for which David Adler & Son's Clothing Co., Milwaukee, is sponsor, the firm states: "We have found this method of advertising one of the most profitable we employ. We are constantly adding to the cost of its production by means of additional pages and colors on the cover designs, and feel that the book has paid us very decidedly."

A number of the advertising agents publish house organs. One who places a high value on them is Seth Brown, Chicago, who says of *Advertising Talk*: "I have continued its publication with more or less frequency and am absolutely sure that when I have neglected to produce it I have lost money thereby, as I fully believe in this method of advertising."

The Inland Type Foundry, St. Louis, in writing of the *Practical Printer*, which it issues monthly, says: "The fact that we have published it for ten years is evidence that we consider it a good advertisement."

The list of 157 house organs given below, while incomplete, contains the largest number heretofore published.

*Hot Points*, Pacific Electric Co., Los Angeles, Cal.  
*Store News*, Dives, Pomeroy & Stewart, Harrisburg, Pa.  
*Auto Era*, Winton Motor Carriage Co., Cleveland.  
*Echo*, The Bailey Co. (Dep't Store), Cleveland.  
*Jots*, Morawetz Co., Milwaukee, Wis.  
*Juice*, Pettingell-Andrews Co. (Elect. merchandise), Boston.  
*Agents' Bulletin*, Missouri Pacific and Iron Mountain Railroads, St. Louis.  
*Ink-lings*, Chester Times, Chester, Pa.  
*North Side Bulletin*, North Side Savings Bank, New York.  
*Advertisers' Almanack*, Doubleday, Page & Co., New York.  
*Bull's Eye*, Meek Company, New York.  
*Bucks Shot*, Bucks Stove & Range Co., St. Louis.  
*The Wallace*, R. Wallace & Sons' Mfg. Co. (Silverware), Wallingford, Conn.  
*Facts and Figures*, Miller Bros. & Baker (Real estate), Harrisburg, Pa.  
*Gas-ps*, Suburban Gas Co., Philadelphia.

*Red Cross Notes*, Johnson & Johnson, New Brunswick, Pa.  
*Red Cross Messenger*, Johnson & Johnson, New Brunswick, N. J.  
*Bulletin to Buyers*, Butterick Trio, New York.  
*Modern Samaritan*, Standard Drug Co., Cleveland, O.  
*Imprint*, American Bank Note Co., New York.  
*Oldsmobile News Letter*, Olds Motor Works, Saginaw, Mich.  
*Time*, International Time Recording Co., Endicott, N. Y.  
*Moore's Monthly Messenger*, J. C. Moore Corporation, Rochester, N. Y.  
*Bulletin of the New York Edison Co.*, New York Edison Co., New York.  
*Phoenix Monthly*, New York Leather Belting Co., New York.  
*The Studebaker*, Studebaker Bros. Manufacturing Co., South Bend, Ind.  
*Silver Standard*, International Silver Co., Meriden, Conn.  
*Steam Shovel News*, Vulcan Iron Works, Toledo, O.  
*Ideal Power*, Chicago Pneumatic Tool Co., Chicago.  
*Modern Sanitation*, Standard Sanitary Manufacturing Co., Pittsburgh.  
*Valve World*, The Crane Co., Chicago.  
*Progress Reporter*, Niles Bement Pond Co., New York.  
*Watch Words*, Robert H. Ingersoll & Bro., New York.  
*Bur-Blak News*, Burhauser Black Co., (Hardware), Syracuse.  
*Thermit*, Goldschmidt-Thermit Co., New York.  
*Wallet*, Miller Advertising Agency, Toledo, O.  
*Coöperation and Expansion*, Heath & Milligan Mfg. Co. (Paints), Chicago.  
*Mengel's Real Estate Register*, Mengel & Mengel, Reading, Pa.  
*Clover Leaves*, Toledo, St. Louis & Western Railroad, Toledo, O.  
*Globe Wernicke Doings*, Globe Wernicke Co., Cincinnati.  
*Everybody's*, Everybody's Magazine, New York.  
*Capper Bulletin*, Arthur Capper, publisher, Topeka, Kan.  
*Boot-Strap*, Lewis A. Crossett, Inc., North Abington, Mass.  
*Speed*, Harris Automatic Press Co., Niles, O.  
*Keystone Traveler*, Electric Service Supply Co., Philadelphia.  
*Franklin's Key*, Franklin Printing & Engraving Co., Toledo, O.  
*Carter Times*, Carter White Lead Co., Chicago.  
*Kansas City Amateur Photographer*, Z. T. Briggs & Co., Kansas City.  
*House of Ideas*, Stafford Engraving Co., Indianapolis.  
*Good Printing*, The Wilkens-Sheiry Printing Co., Washington, D. C.  
*Plain Talk*, Reveille Press, Vevay, Ind.  
*Vim*, Curtis Publishing Co., Philadelphia.  
*At the Market*, Bartlett, Frazier & Carrington (Brokers), New York.  
*Broker and Promoter*, Business Development Co. of America, New York.  
*The Paistery*, H. T. Paiste Co. (Electric light supplies), Philadelphia.  
*Everbest Magazine*, Ewing-Merkle Electric Co., St. Louis.  
*Standard Farm Paper Advertising*, Standard Farm Paper List, Chicago.

- Tribune Hustler*, Minneapolis *Tribune*, Minneapolis.
- Newsboys' Press*, Philadelphia, Philadelphia.
- The South*, Atlantic Coast List, New York.
- Star Monthly Solicitor*, *Star Monthly*, Oak Park, Ill.
- 'Cos'*, Cosmopolitan Magazine, New York.
- Light and Power*, Public Service Corporation of New Jersey, Newark, N. J.
- Monthly Bulletin of Electric Railway and Mine Haulage Material*, Ohio Brass Co., Mansfield, O.
- Rikerumors*, Riker Drug Stores, New York.
- Tips*, Miller-Genz Co. (Millinery), Milwaukee, Wis.
- Ridgepole*, J. A. & W. Bird & Co. (Fireproof roofing), Boston.
- The N. C. R.*, National Cash Register Co., Dayton, O.
- Bagology*, Cleveland-Akron Bag Co., Cleveland.
- Eagle Eye*, Cleveland Trust Co., Cleveland.
- Among Ourselves*, Montgomery, Ward & Co., Chicago.
- Albany Tatler*, William Maher Hotel Co., Philadelphia.
- Our Boys*, Curtis Publishing Co., Philadelphia.
- Texas Tidings*, Colony Farm Homes Association, St. Louis.
- Belknap Magazine*, Belknap Hardware & Mfg. Co., Inc., Louisville, Ky.
- Smith, Gray's Ways*, Smith, Gray & Co., (Clothiers), New York.
- Browning's Magazine*, Browning, King & Co., New York.
- Good Business*, Hoskins, Philadelphia.
- Advertising Wisdom*, Cramer-Krasselt Co., Milwaukee.
- South City Banker*, Bank of South San Francisco, South San Francisco, Cal.
- Farmers' Bank Notes*, Farmers' National Bank, Lexington, Okla.
- Bank Notes*, United States Bank Note Co., Indianapolis, Ind.
- Jackson Bank Sentinel*, Bank of Dakota County, Jackson, Neb.
- The Review*, First National Bank of Chicago, Chicago.
- Letters*, H. M. Van Hoesen Co., Chicago.
- Pen Prophet*, L. E. Waterman Co., New York.
- The 57*, H. J. Heinze Company, Pittsburgh.
- Law Book Bulletin*, Little, Brown & Co., Boston.
- Representatives' Chat*, Franco-American Hygienic Co., Chicago.
- McFarland Message*, J. Horace McFarland Co., Harrisburg, Pa.
- Office Wisdom*, Cramer Krasselt Co., Milwaukee, Wis.
- Rambler Magazine*, Thomas B. Jeffery & Co., Kenosha, Wis.
- Belt Book*, Charles A. Schieren & Co., New York.
- The Morrisania*, Morris Brothers, New York.
- Yellow Strand*, Broderick & Bascom Rope Co., St. Louis.
- The Burroughs*, Burroughs Adding Machine Co., Detroit.
- Jewel Stove Talk*, Detroit Stove Works, Detroit.
- Miracle Concrete*, Miracle Pressed-Stone Co., Minneapolis.
- De Laval Monthly*, De Laval Separator Co., New York.
- Ostrander's Money Maker*, W. M. Ostrander, New York.
- Clothesology*, Snellenburg Clothing Co., Philadelphia.
- Kantibeat Monthly*, Goldman, Beckman & Co., Cincinnati.
- Eaton's*, Eaton-Hurlbut Paper Co., Pittsfield, Mass.
- Pure White*, Champion Coated Paper Co., Hamilton, O.
- Hardy's Messenger*, F. A. Hardy & Co., Chicago.
- Store Happenings*, Moe Levy & Co., New York.
- Department Store News*, Wilhite Bros., Garden City, Mo.
- Schiffer & Block Store News*, Schiffer & Block, Peoria, Ill.
- Merchandise News*, Ely & Walker Dry Goods Co., St. Louis.
- Specials from the H. B. Claffin Co.*, New York, H. B. Claffin Co., New York.
- Results*, Richard A. Foley Advertising Agency, Philadelphia.
- Angle News*, Angle Manufacturing Co., New York.
- I. C. S. Messenger*, International Textbook Co., Scranton, Pa.
- Sawtrimiter*, Miller Saw-Trimmer Co., Milwaukee.
- Toledo System*, Toledo Computing Scale Co., Toledo, O.
- Larkin Family Magazine*, Larkin Co., Buffalo.
- Post Card Quarterly*, Alfred Holzman, Chicago.
- Mudlaria News*, H. L. Kramer, Kramer, Ind.
- The Aetna*, Aetna Life Insurance Co., Hartford, Conn.
- 5/A Monthly Magazine*, The Frank Miller Co., New York.
- Slumber Budget*, National Spring Bed Co., New Britain, Conn.
- Park's Piping Parables*, G. M. Parks Co., Fitchburg, Mass.
- Chat*, Tea Tray Co., Newark.
- Remington Notes*, Remington Typewriter Co., New York.
- S. W. P.* (for dealers), Sherwin-Williams Co., Newark.
- Spectrum* (for architects), Sherwin-Williams Co., Newark.
- Cameleon* (for employers), Sherwin-Williams Co., Newark.
- Presbrey's Little Book*, Frank Presbrey Co., New York.
- Oliver Bulletin*, Oliver Typewriter Co., New York.
- Hatman, Crofut & Knapp Co.*, New York.
- Graphite*, Joseph Dixon Crucible Co., Jersey City, N. J.
- Practical Printer*, Inland Type Foundry, St. Louis.
- Advertising Talk*, Seth Brown, Chicago.
- Business Problems*, Stamis-Houghtaling Agency, Battle Creek, Mich.
- Magazine of Humor*, Hardware Dealers' Magazine.
- Impressions*, Print Shop, St. Catharines, Ont.
- Tutts Long Book*, Smith-Brooks Printing Co., Denver, Colo.
- Acme Quality*, Acme White Lead & Color Works, Detroit, Mich.
- Arrow*, N. & G. Taylor Co., Philadelphia.
- Zenith*, Marshall Wells Hardware Co., Duluth, Minn.

# The Work of The Outlook

In timely interest, in literary excellence, and in graphic presentation The Outlook will continue to advance boldly, holding fast to all the methods and principles that have made it one of the most influential and widely quoted periodicals in the United States.

It is The Outlook's purpose to present in article, editorial, and news report those things in current history which are of instant importance. It has been said that more articles that can be considered real history appear in The Outlook in the course of a year than in any other American publication.

The Outlook strives to point out the principles of right and wrong, justice or unfairness, public welfare or public dishonor involved in the great issues of the day. It aims to speak boldly on vital questions, maintaining its independence and joining cordially with all who fight for civic and national righteousness; and with those who support sound ideas in economic, social, and political reforms.

For advertising rates apply to

THE OUTLOOK

287 Fourth Avenue, New York

*Puffs*, Shryock-Johnson Co., St. Louis.  
*Adlers Suggester*, David Adler & Sons,  
 Milwaukee.

*Candy Topics*, D. Auerbach & Sons,  
 New York.

*Obermayer Bulletin*, S. Obermayer Co.,  
 Chicago.

*Bidding for Trade*, Robert Graves Co.,  
 New York.

*Bookworm*, Loveman, Joseph & Loeb,  
 Birmingham, Ala.

*Equitable News*, Equitable Life Assur-  
 ance Society, New York.

*Items for Agents*, Equitable Life Assur-  
 ance Society, New York.

*Thrift*, First National Bank, Sidney, O.  
*Modern Housekeeping*, Siegel Cooper  
 Co., New York.

*Good Eating*, Simpson-Crawford Co.,  
 New York.

*Black Diamond Express Monthly*, Le-  
 high Valley R. R. Co., New York.

*Book of the Royal Blue*, Baltimore &  
 Ohio Railroad, Baltimore.

*Suburbanite*, Central Railroad of New  
 Jersey, New York.

*Shop Talk*, Kate E. Tierney, New York.

*Corse Payton Herald*, Corse Payton's  
 Theatre, Brooklyn.

*La Voz del Norte* (Northern Voice),  
 Dr. Richard's Dyspepsia Tablet Ass'n.,  
 New York.

E. R. Goble, formerly assistant  
 advertising manager of the Chi-  
 cago *Tribune* and recently adver-  
 tising manager of the Cleveland  
*News*, has been appointed business  
 manager of the Kehler-Crosby-  
 Chicago, advertising agency, Chi-  
 cago.

Ralph E. Hutchinson, formerly  
 of the *Reader Magazine*, has been  
 appointed Eastern advertising  
 manager of the *Burr McIntosh*  
*Monthly*, with headquarters in the  
 Recreation Building, New York.

Various schemes are tried from  
 time to time by publishers to  
 arouse interest in their magazines  
 in an effort to do "something  
 different." *Human Life*, of Bos-  
 ton, recently prepared a series of  
 letters calling attention to promi-  
 nent features in the November  
 number and mailed one letter  
 each day for six days to a large  
 list of people. The envelope in  
 each case bore on its front, print-  
 ed in large letters, the name of  
 the day on which it was mailed.  
 The cumulative effect of the series  
 is said to have been strong and  
 the results very satisfactory. The  
 scheme would work well in other  
 lines.

## THE TELEPHONE BOOK TO-MORROW.

IT WILL PROBABLY CARRY LARGE  
 QUANTITIES OF CLASSIFIED AD-  
 VERTISING FACILITATING SALES BY  
 'PHONE—HOW THEATERS MIGHT  
 USE THE BOOK—RAILROADS,  
 STEAMSHIP LINES, CAB COMPAN-  
 IES AND RETAIL MERCHANTS  
 COULD ALL DEVELOP TELEPHONE  
 BUSINESS—IT ONLY REMAINS FOR  
 THE TELEPHONE COMPANY TO  
 TAKE THE INITIAL STEPS.

The telephone directory in any  
 community is now so important  
 as the list of business houses,  
 prominent residents, etc., that for  
 many purposes it has supplanted  
 the city directory. It might sur-  
 prise you yourself, for instance,  
 to try and remember how long  
 ago you last looked into the city  
 directory to find an address. Ten  
 years ago you looked nowhere  
 else. But to-day the telephone  
 book is your directory for ordi-  
 nary purposes, and chances are that  
 anybody who isn't in it is nobody.  
 Even with an address taken from  
 the city directory there is the mis-  
 trust that the person may have  
 moved since the book was pub-  
 lished.

Where do we usually see the  
 telephone book?

Isn't it usually within a foot  
 of a telephone? Isn't it often  
 nailed there, in fact? Children  
 may use the big family Bible to  
 press botanical specimens. The  
 encyclopedia gathers dust, and  
 nobody remembers who had the  
 dictionary last. But the telephone  
 and the telephone book are in-  
 separable, and if anybody takes  
 one away from the other a mighty  
 howl goes up to high heaven.

These two modern conveniences  
 are kept together because one  
 must be used with the other. Up-  
 on that bond the telephone men  
 will some day build a new adver-  
 tising medium of the utmost im-  
 portance to every sort of business  
 that turns on local transactions.  
 Even now this reference work is  
 a fair sort of advertising medium.  
 The advertising manager of the  
 telephone company usually sells  
 its back, edges and cover pages to

advertisers, and in many cities and towns there is an advertising section at the end, or advertisements scattered through the pages. But it is fairly safe to say that not even the most enterprising telephone man has yet realized the possibilities waiting development in this field.

Every telephone directory, for instance, ought to have a theatrical department.

What happens when you want to go to the theater some evening, say in New York? The idea comes up perhaps at dinner. A daily paper is consulted. Theater cards in daily papers are intensely utilitarian. Sometimes not even the street address is given. There are several shows that one would like to see, but usually they are the big successes, and it is uncertain whether seats can be bought on such short notice. Or the mood at the moment may be for music. There is a concert at Mendelssohn Hall. Where is this hall? The ad gives no street or number, and these may not be found in street guides. The Broadway success that ran two years in the Tenderloin, and for which it was impossible to get seats at that time, may now be running at one of the secondary theaters with plenty of room for late-comers. But the secondary theater says nothing about this in its newspaper card.

When the telephone book contains a theatrical advertising section it will be sufficient to turn to the daily paper to find out what shows are on that evening. Then turn to the telephone book and find out how to secure seats.

The first telephone company to establish such a theatrical advertising section in its directory will probably lay down a foundation in advance by several months of educational advertising. A prominent page in the book itself will be given up to a talk on the convenience of securing theater and concert seats by 'phone. Newspaper space may be taken to make the idea plain, and when the public has caught it, then the theaters will be canvassed. Theater

managers may fail to see the real point at first.

"Advertise in the telephone book!" they will say. "Why, it comes out only twice a year. We cannot announce our shows."

But the daily paper already announces the shows. The telephone book is to be a *selling* medium. Here it will be possible to outline facilities for supplying seats by wire, and to state how payment can be made, and how long seats will be held. Minor theaters will tell something of the character of their attractions, and make it plain that many of the crowded Broadway successes of yesterday can now be seen at convenience, in comfort and for popular prices.

Steamship companies, railroads, employment bureaus, etc., will have advertising sections in the telephone book on the same principle, telling how information may be instantly obtained regarding sailings, trains, etc., and berths and tickets reserved. Cab and transfer companies will be classified. People now use the 'phone freely to call cabs and send baggage. But there are always hundreds of strangers in town who do not know even the names of these companies. Daily newspaper space costs too much to be used in reaching this clientele. Telephone book advertising will be reasonable in cost, and once the idea of such an advertising medium spreads over the country it will be the ready resource of travelers.

The prime advertising value of the telephone book, of course, is that it is always near a telephone in the home, the office, the hotel, the corner drug store. Side by side with the means of advertising is the means of making the sale. The telephone companies have done much educational work in teaching people how to use the instrument. Much of it, however, has been advertising of gratuitous service, such as telling the correct time, calling subscribers at a stated hour, the furnishing of election and sporting returns, etc. But all this educational work

based on the directory ads will be productive of direct revenue for the companies.

Another advertising section of undoubted value will be that devoted to shopping by telephone. The big stores spend money to educate the public to shop by mail, and hardly anything to inculcate the idea of ordering by 'phone. The pressure upon big stores in the afternoon is often a serious problem, which many of them attempt to meet by giving exceptional bargains or premiums in the morning. All mail business relieves this pressure. The telephone can be requisitioned to relieve it further. Every retail business now has excellent telephone facilities for handling orders—facilities usually far better than the business that comes through this channel. When the telephone companies take up the work of educating people to shop by mail, and establish classified shopping guides in the directories where merchants may explain their 'phone facilities, it will mean a growth of very desirable business for the stores and also of remunerative telephone traffic. The cost of shopping by telephone is one-half the cost of car fare in a city, or railroad fare from out of town, with all the expenditure of time and nervous energy left out. This can be made a service of importance not only to the big stores, but also to many of the smaller merchants who cannot afford to use daily papers liberally. In the telephone book it will be possible to describe the general scope of a store's stock, and to publish a list of standing leaders with prices.

It is not at all radical to predict that the telephone book of the future will have a "Household" classification, containing the cards of every business house likely to be needed in the routine of a home. When people want the plumber, they want him in a hurry. So with the furnace man, the jobbing carpenter, the wiring contractor, etc. Druggists making a specialty of prescription and emergency service will be classi-

fied. Physicians and hospitals can advertise in a classified telephone directory by the simple cards that are unobjectionable from the ethical standpoint. Every sort of business and professional service, especially of an emergency character, can use the telephone directory when the telephone company does its part in establishing the necessary classifications and educating the public to use them. There are now dozens of services that people turn to the newspaper to find information about. The telephone book, for such purposes, is virtually as widely distributed as the newspaper, and cheaper in cost to the advertiser.

But people must be taught to use the directory. Thus far the advertising published in these books has lacked the arrangement that will be necessary when more such business is secured. There is only one front cover page, for example. It makes an excellent place for just one cab company to make its announcement—and at the same time acts as a check on other companies who do not wish to be buried in the body of the book. At least half a page is needed under present conditions. With proper classification an inch or two would often be sufficient, and instead of one cab concern there would be all of them, together with livery stables, motor garages, etc.

Such a development of the telephone book may seem fantastic at this time. But it is not at all theoretical. The daily paper has built up revenue in just such ways, and at the same time become more serviceable to readers. Every single advertisement brought into a telephone book on these lines will make the instrument so much more valuable to the companies, and create revenue.

JAMES H. COLLINS.

Charles M. Peck, of the business staff of the New York *Tribune*, has been appointed general manager of the Newark (N. J.) *Morning and Evening Star* and moved to that city.



"CLEAN UP THE STABLE IF YOU CAN, AND GOOD LUCK TO YOU."

Editor of PRINTERS' INK:

NEW YORK, NOV. 6, 1908.

The writer has been very much interested in the recent numbers of PRINTERS' INK, as you have dealt with what in my opinion is a most sore spot in advertising ethics. I refer to the abuse of the reading columns by many advertising agents and free space grafters, of which unfortunately there are too many.

They not only send out a lot of free stuff which they are paid for by the manufacturers of automobiles, and out of which the daily newspapers do not get a cent, but they also have the nerve to ask the publishers to place them on the free list for a paper daily. Such a simple request recently came to the New York *Globe* from as far west as St. Louis, and I had not the heart to show the request to our advertising manager, Mr. Westfall. I do not believe there is any other prominent industry in which the free space, or free graft, writer has had such a glorious opportunity of getting something for nothing at the expense of the papers, and incidentally of those who labor on the papers in an advertising soliciting commission way.

Why should an automobile manufacturer pay a cent for advertising if he can get it free, and the best kind of advertising, in the news columns? Frankly the writer confesses that he has had to cater to the gentry because

they have had strings on contracts, and giving them free space was the only way of keeping up with the procession in which other papers took part. When you see the most responsible New York morning dailies giving unlimited free space, how can you expect an evening paper to make a stand against the practice to the detriment of the advertising.

Personally I hope the daily newspaper advertising managers will get together and make some sort of differential arrangement whereby say an advertiser can get a line now and then in the news columns but not a line to be given to people who do not advertise, and make no promises to that effect.

Good luck to you. Clean up the stable if you can. You deserve all the good wishes and help that the advertising soliciting fraternity can give you. It may interest you to know that the writer has been told by advertising agents that the only reason they expect free notices is because other agents are getting them, and they would be in favor of doing away with the free notices altogether if there was some united action in the matter.

Very truly yours,

W. J. MORGAN,

Motoring Editor *The Globe*.

The Buxom Belle—"Why does the tattooed man run about the stage at every performance?"

The Tiny Tot—"The manager advertised moving pictures, and the apparatus didn't arrive."

## THE MINNEAPOLIS JOURNAL LEADS IN OCTOBER ADVERTISING





## BUILDING UP A RETAIL CONFECTIONERY TRADE.

THE COMMERCIAL VALUE OF A GOOD ADVERTISING IDEA—PURITY, DEDUCTIBLENESS AND REASONABLE PRICES—THE ESSENTIAL ARGUMENTS IN MOST CANDY ADVERTISING—BUT THESE ARGUMENTS SHOULD BE BROUGHT OUT IN A NEW, FORCIBLE FASHION—WHAT ONE CONCERN DID TO INCREASE ITS SALES OVER ONE HUNDRED PER CENT IN FIVE YEARS.

The man or woman with an idea is always an interesting character in the business world. The idea may not be worth much—generally it is not—but it shows thought, and thought is a rare enough commodity to excite interest whenever it does occur.

It is especially interesting when one considers that very often the simplest idea has the greatest commercial value. A department store advertising man who is otherwise mentally sound and has achieved considerable success in his field once described to the writer a beautiful idea he had conceived of combining all the averaged-sized retail stores in New York City into one organization so far as their advertising activities go, with himself as the director of advertising. It was a very pretty idea and, so he explained, was to effect all sorts of savings, reduce expenses, eliminate many advertising abuses, subsidize the newspapers, and be one grand thing for everybody in general—and himself in particular. The little difficulties which the writer suggested *might* be met in attempting to organize such a syndicate were contemptuously waved aside. The scheme was too good not to succeed! Of course the idea was never carried into effect, and never will be. The difficulties which would attend its materialization are too complicated to be overcome.

It is instead such ideas as John Wanamaker had in mind when he organized some twenty-five years ago his Philadelphia store on the one-price basis, when he established the policy of "money

back if not satisfied" and inaugurated his system of free deliveries that win the greatest success in the business world. Ordinary ideas, ideas that are broad, unselfish, readily comprehensible and *simple*—these are the kind of ideas that make the biggest hit with the public and hence the most money for the originator.

Selling candy is a business which would seem to be peculiarly devoid of attractions for usual business talent. There is so much competition in the field of sweetmeats. Everybody sells candy—the grocer, the department store, the lonely Italian in his basement store, the Greek in his gaudy candy kitchen, the druggist, the cigar store—all take a whack at this originally limited and now very much overworked, so far as profits go, branch of business. It is a business which seems isolated, forsaken; which lends itself to none of the many methods of promotion so effective in other lines. To advertise candy in the regular way would probably be useless, for the effects of the publicity would rebound as much to the benefit of all candy dealers as to that of the original advertiser. Apparently there is little for the candy merchant to do but to look pleasant, make his store attractive and trust to luck for the rest.

Yet, in the face of all this, we have the story of how one young woman conceived an idea of how candy should be sold, developed the idea, carried it into effect, and built up a business which to-day gets rid of, *in small quarter, half and one-pound purchases*, from 30,000 to 60,000 pounds of candy every day. It is a simple idea—almost as simple as Wanamaker's "one price" and "money back" ideas and, in its way, probably as successful. For all candy dealers, the account of this idea and how it was applied carries with it several important lessons. Every advertiser should find it mighty interesting reading.

Five years ago Miss Julia Montague was a forelady in charge of the order department of Croft & Allen's candy factory in Philadelphia. It was in a sense an impo-

From Profitable Advertising, of Boston, Mass.  
*Founders' Week Number*

## THE PHILADELPHIA PUBLIC LEDGER

It is impossible to imagine Philadelphia without the *Public Ledger*—the newspaper built up by the late George W. Childs, and maintained almost as an institution belonging to the people. The real secret of the tremendous vogue it attained under Mr. Childs was that it was honestly conducted for the benefit of the people and that it got close to the people, and stayed there. A newspaper like the *Public Ledger* would be impossible in any other city in the world. It cannot be imagined in New York, or Boston, or Chicago, or Baltimore. It is because the *Public Ledger* was Philadelphia that it became the paper it is, and got the hold it has. When a journalist of the caliber of Mr. Childs goes into the business of making a newspaper there is a journalistic monument erected which endures long after the man. Witness, beside the *Public Ledger*, the

has changed somewhat from the sheet Mr. Childs issued, but no more, nor in different directions, than he would have changed it to meet changed conditions. It retains the flavor of the Childs régime, and it evidently works along the lines, and according to the motives he laid down and worked out. It is clean, alert, vigorous, able, and honest. What more can an ideal newspaper be? The present management is to be credited with greatly increasing the circulation of the *Ledger*, it now having quite 50 per cent more than it had at any time under Mr. Childs. Its policy as a newspaper brings to the *Public Ledger* an enviable advertising patronage; and the policy with respect to advertising is as liberal and clean and able as is the editorial policy. It has an unquestioned lead in the volume of classified advertising, the record for eight months of 1908 showing that it led its nearest competitor by the comfortable margin of 69,174 lines.

The history of the *Public Ledger* furnishes a peculiarly good and definite item of evidence going to prove the contention that the very best policy for a newspaper to adopt, to build up a large and lucrative advertising business, is a policy which only takes account of the quality of the newspaper, and specifically ignores advertising. This is no new or novel theory and the career of about every great journal perfectly justifies it. We cannot say that Mr. Childs took no thought of his advertising. He undoubtedly did. But he knew that the crop of profitable advertising depended upon the condition of his journalistic ground. He

studied the question of business fertilizers, as our intelligent farmers now study it. He always devoted himself to the task of making a good paper, making himself a great journalist-publicist, and serving the people with constant fidelity and keen intelligence. The result is a great paper, a great reputation, a great property; built upon an idea and a personality, which have been scrupulously regarded and brilliantly enhanced by that newspaper to-day.



The "Public Ledger" Building, Sixth and Chestnut Streets, Philadelphia

Springfield Republican, New York Herald, New York Evening Post, Hartford Courant, Louisville Courier-Journal (the Marse Henry Watterson has not gone, more's the glory!), and others not nationally as well known.

The present management of the *Public Ledger* is maintaining its prestige with great fidelity and skill, and it is evident that the people of the city appreciate the successful effort being made in that line. The paper

tant position and Miss Montague acquired in the discharge of her duties an intimate knowledge of the candy and the best methods of making and distributing it. At that time Philadelphia was pretty well taken care of in the candy line. There were candy stores and candy counters everywhere and a number of the better class grocery and department stores, notably Wanamaker's, Gimbél Brothers and Ackers, had built up through the purity of their stock very satisfactory candy trades. But Miss Montague, after looking the local situation over, came to the conclusion that there was room for just one more. She was right.

At that time candy in Philadelphia, as in most other places, was sold usually in bulk. That is, you could buy candy in one, five, ten or fifty-cent lots. You could buy it by the quarter-pound or in a five-pound box. In either case your order was filled generally from the display dishes. Now, display candy is always attractive, but it is not always clean. Flies are particularly fond of candy and like nothing better than passing the whole of their short lives in one candy store, feasting at their leisure upon the different delicious varieties arranged so invitingly upon the sparkling display dishes. And then again, the thought of the constant contact with the candy in the display dishes of more or less unclean fingers is not altogether a refreshing one. At least that was the thought which came to Miss Montague's mind when she studied out the candy situation five years ago. Candy to be wholesome, she argued with herself, must be pure, and to be pure it must be protected from contact with everything that is not clean. Such protection could only be secured through packing the candy in air-tight packages in the factory, to be opened only by the customer. No candy should be sold from the display dishes and no candy at all should be sold in bulk. Furthermore, the candy should always be fresh, and for that purpose the supply should be regulated to meet the

daily demand, so that no candy would remain in stock more than forty-eight hours. That was Miss Montague's idea as to the way candy should be retailed. Simple enough, isn't it? And as events showed, it came pretty near being just about right.

When Miss Montague had studied out the candy business to her satisfaction, she decided to put the knowledge she had gained into a business of her own. Accordingly, with three sisters, she opened about five years ago a small store at the corner of Ninth and Chestnut streets, Philadelphia. It was really only half a store, and for a time it was quite large enough for all the needs of the business. But as the public came to appreciate the significance of the Montague idea, to realize that here was a store where no candy was offered for sale that was more than forty-eight hours old and where absolute purity and cleanliness was insured by protecting the candy from contact with air or fingers, the business commenced to grow and since then its growth has been constant. Within the year the whole store was taken over, and from time to time new stores were added until now Montague & Company, consisting solely of the Montague sisters, operate throughout Philadelphia a chain of eleven stores, giving employment to upwards of fifty salesgirls. The first day they sold in the neighborhood of 500 pounds, and for a time the daily average ranged between 500 and 1,000 pounds. When they took over the other half of their store, sales actually increased almost in a direct ratio to the added space. Now the company seldom sells less than 30,000 pounds of candy a day, and on special occasions 60,000 pounds for one day are not considered abnormal. During the holiday season as many as 100,000 packages of candy have been sold in one week to Sunday schools. This is in addition to regular course of business, which at that time of the year runs upwards of 45,000 pounds daily.

The remarkable success of Montague & Company proves sev-

# The New York Herald's Christmas Number

The Herald's CHRISTMAS NUMBER will be issued on **Sunday, December 13,**

In addition to all the news, this issue will comprise a SPECIAL CHRISTMAS ART SECTION of eight pages in color and half tone; a COMIC SECTION of four pages in colors; a MAGAZINE SECTION of sixteen pages in color and half tone; and a LITERARY AND ART SECTION of four pages in half tone.

The literary feature will consist of four prize stories, the result of a special competition in which the contestants were the forty leading short story writers of America. The contest was arranged by the New York Herald and the forty authors were specially invited to compete. The winners and their prizes are as follows:

1st Prize—"BOY BRIGHT," by LLOYD OSBOURNE, \$1,500.

2d Prize—"JOHN MAINWARING, FINANCIER," by MOLLY ELLIOT SEAWELL, \$1,000.

3d Prize—"SUPPLY AND DEMAND," by O. Henry, \$800.

4th Prize—"LOST FACE," by JACK LONDON, \$600.

These stories will appear in a special eight-page supplement, with four large illustrations in colors, also the result of a prize contest.

Space for advertisements can be secured in the Magazine Section and the Literary and Art Section. In these sections advertisements may be printed in half tone, and black type and cuts used if desired. The rate is 50 cents per line, which includes display, cuts, etc.

There is no restriction as to the size of single column advertisements in these sections, except that in the Art and Literary Section a minimum of 28 lines single column and 42 lines double columns will be accepted.

For the other sections double column advertisements must be not less than 25 lines deep, and advertisements across three or more columns not less than 75 lines deep.

Advertisers desiring to secure space in these sections will please advise us as early as possible, in order that we may have time to make the plates, etc.

eral things in a business way, but none more convincingly than that a good idea, backed with courage and carried out with intelligence, is bound to win. In advertising candy the three points upon which special emphasis must be placed constantly are: purity, delectableness and reasonable prices. If these three points can be associated in the public mind with any one store, that store is bound to do a big candy business. The trouble is, as was suggested in a foregoing paragraph, that there are too many candy stores, and as each one is constantly making in the best way it can extravagant claims as to the purity, delectableness and reasonable prices of its candy, these arguments naturally have lost much of their original force. What is—or was—needed is some new method of making these points, something that will convince the public of the sincerity of these claims. This was the effect of Miss Montague's idea—candy that was kept in sealed packages safe from germs, dust and unclean fingers certainly must be pure, candy that is never more than forty-eight hours old certainly must be fresh, and the prices spoke for themselves.

With such a cloak of newness and interest in which to clothe her advertising story, and such a face of truth with which to back up her claims, the public lent its ear when Miss Montague told in the advertising columns of the newspapers of her idea and how she had carried it out. While other candy dealers had been making for years the same claims and telling in the same way the same story, they realized no extraordinary results. Gimbel Brothers' and Wanamaker's, two of the leading Philadelphia department stores, waged a merry advertising warfare not long since on the subject of pure candies, but even the strength and interest of their advertising failed to produce the remarkable results which crowned Miss Montague's efforts. Her idea was not solely to advertise—its greatest office lay in acting. It furnished a new and interesting peg for the old candy story, but it represented as

well a new and better way of making and selling candy.

In recounting some of her business experiences and beliefs to the writer, Miss Montague said:

"We have succeeded, we believe, because we have the right methods, advertise in the right way, and are backed by the right kind of a house. When we started out we made arrangements with the Croft & Allen Company, one of the best known candy concerns in the country, to supply us with all the candy we needed. We agreed to carry no other make of candy, and they in turn agreed to supply us every other day with an absolutely new and freshly made stock. This candy is packed as soon as it is made, thus avoiding the dust, germs and rehandling so common to counter exposed goods. None of our candy is sold in bulk, no display candy of any kind is sold at all, and the entire stock in all our stores is replenished once in every two days, with the occasional exception of goods not injured in any way by time."

"How do you manage to regulate your sales so that you can turn your stock every other day?" I asked.

"By our advertising. In season we advertise every day, using a space that averages ten to fifteen inches single column, and advertising from fifty to seventy-five special candy bargains. Some of these specials are set in small black type and others in a more conspicuous display enclosed in ruled boxes. The price reductions are always true—the greatest reductions generally being on those items which seem inclined to lag—and this, we think, has been a governing factor in educating the Philadelphia public to looking for and reading our advertisements. While most of our advertisements are set single column, upon occasion we take up as much as ten inches across four columns. As Mr. Croft, who occasionally advises us regarding our advertising, says, we are somewhat of advertising sensationalists. Mr. Croft believes that in advertising adverse criticism is

often better than mere approbation, for it indicates that some tangible impression at least has been made. Our newspaper advertisements we reprint on small cards for distribution in our stores, which is both a convenience to our customers and a time-saver for us, doing away with the need of many questions as to the bargains of the day. Ninety per cent of our advertising appropriation goes to the *Philadelphia Evening Bulletin*. Indeed, from the first advertisement we put out we have especially favored the *Bulletin* and we find that it is one of Philadelphia's best mediums. Sometimes, indeed, when we are feeling good natured, we say that the *Bulletin* has played a most important part in the success of our business, and certainly it is true. I can't tell you exactly just what percentage of our sales we allow for advertising, but in 1907 I might say roughly that our newspaper advertising costs us in the neighborhood of ten thousand dollars."

"Do you find that your window and interior decorations and arrangements have any effect in attracting trade?"

"Most decidedly so! I should say that attractive window displays are second only to newspaper advertising in their business-bringing power. Every small candy store should pay very special attention to the way its windows are trimmed. The location, first of all, should be central and where there is a constant train of travel. Then the windows should be filled with attractive displays of candy with prices in evidence. This will work wonders in making sales. We have now eleven stores in our chain, and every one was chosen because its location is good. We fill our windows with

*The German Weekly  
of National Circulation*

**Lincoln Freie Presse**

LINCOLN, NEB.

Circulation 149,281. Rate 35c.

## Facts for Advertisers

The Chicago Record-Herald has added still another month to its record of advertising gains

## Display Advertising Gained 18% in August, 1908

over August, 1907, and the charges for classified advertising increased five and four-tenths per cent. A notable showing for the dog days

## The Chicago Record-Herald

## Boston Evening Record

**Over 80,000  
copies daily, in  
the City of Boston  
and the suburbs**

Commuters take the *Record* home in the evening.

The *Record* is read in more families than any other Boston Evening paper.

Wherever you find a watertap you will find a copy of the *Evening Record*.

*For Rates and other information address*

PERRY LUKENS, JR.,  
New York Representative,  
No. 507 Tribune Bldg.



all varieties of candies of a grade suited to the character of the neighborhood. The candies are daintily set off with pretty ribbons, flowers and sparkling glassware, and we always put in enough price cards to indicate the range of varieties and grades. The interiors of our stores are arranged according to a certain scheme, and are finished in dark wood, with attractive shelf and counter displays.

"I do not feel competent to tell others how to run their business. Since I started in business for myself I have been so much occupied with my own affairs I have not had time to study how other candy stores manage or should manage their business. In fact, I do not believe I have been inside another candy store for any length of time in five years. However, in my own business advertising has been very resultful, and I should not wonder that, if followed intelligently and in a way suited to each particular business, it would prove as satisfactory for other candy stores."

ALPHONSUS P. HAIRE.

## THE BUSINESS OUTLOOK.

"Since the election I have heard a lot of advertising solicitors express surprise because general advertisers have not rushed into the publicity field in droves," said the estimate clerk of one of the large agencies this week.

"It simply shows how little they know about the business in which they are engaged. They seem to think that because Taft was elected their offices ought to be besieged by people who want to buy space.

"In the first place, no one could tell until after the votes were counted who was to be the next President. Hence those advertisers who had been waiting for the result could do nothing whatever until the fact was determined. Not until after the ballots were counted and the result was made known were they in a position to take up the subject of advertising.

"Everybody knows that it takes

time to get ready for a publicity campaign because many questions have to be settled and much work done. After the amount of the appropriation is settled the character of the campaign must be determined, lists of publications to be used must be drawn up, contracts must be made, copy must be written, illustrations drawn, plates prepared and schedules arranged.

"Ordinarily it takes from one to two months of continuous hard work to get everything in shape so that the advertising can start.

"Now, in view of these facts, why should anybody expect a flood of advertising to set in right away after election? The only field in which a quick response can be expected is in the local field. There a merchant can determine over night that he wants to wake up the town with big sales and start in immediately because the question of mediums and rates is already determined. All he has to do is to set his copy department at work and he is ready to go ahead.

"I do not expect to see much increase in volume of general advertising until after January 1, when, according to indications, dozens of big concerns will start in on extensive campaigns. Unless I am much mistaken, 1909 will be one of the banner years in advertising."

D. M. Carr has been appointed manager of the C. D. Thompson Advertising Agency, of Omaha, Neb. He succeeds the late Alfred Darlow, who resigned as advertising manager of the Union Pacific Railroad Company to undertake the direction of the agency.

That the *American Magazine* believes in taking its own medicine is shown by the recent appearance of eight, three-column wide and one-column deep, ads in the metropolitan newspapers, calling attention to the attractive features of the November issue of that periodical. It would be a good thing if a lot more of the magazine publishers would loosen up in the same way.



## WAX FIGURES THAT SELL GOODS IN SHOW WINDOWS.

"Even the manufacturers of wax figures for display purposes have found that the more attractive they make the figures the better they sell," said a Sixth avenue merchant the other day.

"Everybody remembers the doll-like faces that adorned the most of the figures used by dry-goods houses a few years ago. While they differed somewhat from each other, no one for a moment considered them attractive. The models were all alike. The faces had a wooden appearance that deceived no one. They looked wax and they were wax. Not a smile illuminated the features of the statuesque blonde or the queenly brunette.

"Then, suddenly, some one discovered that it was possible to give the faces a more natural and attractive look by shaping the features into a smile. The first creator of the lay figure that smiled made a hit and a fortune. Others imitated him and to-day nearly all the wax figures sold wear a natural and pleasing expression.

"Merchants who used these smiling wax figures of women found them so much more effective in window displays that now it is almost impossible to sell the old kind to anyone except possibly to a country merchant.

"Moreover, like men in other lines, the manufacturers have, by employing a higher grade of talent, been able to produce figures so lifelike that in passing a window display you cannot for the moment tell whether the figures dressed in the latest and most becoming gowns and hats are flesh and blood or merely wax.

"All of which goes to show that the more lifelike the appearance of display figures the merchant uses in his windows, the better effects he can produce, and the greater the interest he can arouse in what he has to sell."

J. A. Ritchie is the new advertising manager of the San Francisco *Chronicle*.

# Who Owns the Earth?

## *The great natural resources*

of this country—the coal, oil, iron, wood, water, and the land itself—are the rightful heritage of the people—that is, of you and me and our next door neighbors.

One man, born in Germany, but "made" in America, is lord of the land over an empire twice as large as Belgium. A woman in Texas has to ride 50 miles through her own front yard to get from the front door to the gate.

## *How Did they get it?*

As a king gets tribute: handed to them on a silver platter by the dear Congress of these United States, with the compliments and best wishes of you and me and about 70,000,000 next door neighbors.

Fifty-six foreign individuals and corporations control more than 26,000,000 acres in this land of the free—and the easy; while 3,000,000 American farmers pay rent for the acres which are their birthright.

# Technical World Magazine

beginning January, 1909, will publish a startling series of special articles by Henry M. Hyde, showing how the people's natural wealth has been wretchedly wasted by the people themselves. Not the muck-raker's cry of "Thief!" but the astounding, almost unbelievable story of how you and I and the neighbor aforesaid have connived at and applauded our own spoliation and helped hide the loot—the story of who owns the earth and

# HOW DID They Get It?

## FUN AT THE MINSTRELS.

Four hundred advertising men gathered at the Plaza Assembly rooms, on East 59th street, New York, last Thursday evening as the invited guests of the Representatives Club of New York, a social organization formed by the magazine solicitors about a year ago, and for nearly two hours listened to the songs and jokes of seventeen of the club members who gave a minstrel show for their benefit.

It was a good show all the way through and did credit to the histrionic ability of the amateur coons. Even though a joke or song was aimed at the heads of some of the guests the victims didn't mind the good-natured knocks.

The cast included Owen H. Fleming (*Scribner's*), interlocutor; Don M. Parker (*McClure's*) and Will C. Izor (*Uncle Remus—The Home Magazine*), tambos; David J. Gillespie (*World's Work*) and John H. Livingston (*Country Life in America*), bones. Six dusky belles were impersonated by Royal P. Smith (*Outing*), Frank Lovejoy (Wallace C. Richardson's list of farm papers), Frank Sniffen (*Harper's*), C. A. Porter (*Review of Reviews*), W. T. Woodward (*Scribner's*) and Roy Barnhill (*Cosmopolitan*). Escorts to the ladies were: O. B. Merrill (*Youth's Companion*), E. G. Pratt (*Butterick Trio*), O. S. Kimberly (*Country Life in America*), L. C. Paine (*McCall's*), Frank L. E. Gauss (*McClure's*) and R. Chomeley-Jones (*Review of Reviews*).

George H. Hazen, of the Century Company, got his as follows, to the tune of "Hilda":

George Hazen loves a cocktail,  
A rickey or a beer.  
He drinks a big Scotch highball  
Without a bit of fear.  
Champagne, it flows quite freely  
When he is on a spree,  
But every drink, whate'er it be  
Is charged to the Century.

One of the end-men told a story of Robert Frothingham, of *Everybody's*. Bob was out West on a hunting trip and shot an elk, a

four-legged one. He was afterwards told by someone that the poor animal was tame and if he had waited long enough it would have come up and eaten out of his hand. Since then Frothingham has been trying to get advertisers to eat out of his hand?

End man to interlocutor: "D'd you hear about that 'steer' Billy Johns gave Josiah Judson Hazen? Well, Billy and Joe were coming in from Bayside together one morning and Billy says to Joe, 'Say, Joe, I see the *Herald* this morning printed a list of the people who are not going to read *McClure's* any more.'

"Is that so," says Joe, and when he got to the office he called for the *Herald* file and looked for the story. After some time spent in an unsuccessful hunt, he called up Johns on the 'phone, and asked him to come right over. Billy arrives, and when told that he can find no such list, picks up the first number of the *Herald* and showed Joe the list of death notices."

One of the best things of the evening was a skit given by Fleming and Parker, the former representing an agency man and the latter a solicitor, which illustrated the manner in which different solicitors were received at the different agencies, and various ways of "getting the business."

After the show was over the visiting bunch was invited downstairs, where a lunch with trimmings was served.

R. S. Carver, for some time general manager of the Terre Haute (Ind.) *Tribune*, has organized a stock company that has taken over that property. The paper is represented in the East by Payne & Young.

"What's the matter?" asked the policeman of the tramp; "haven't you any place to go?"

"Any place ter go!" was the contemptuous reply. "I've got the whole United States before me. I've got so many places ter go dat it's worryin' me dizzy makin' up me mind which way ter start."

# THIS WHOLESALE MILLINER THINKS COLLINS WAS WRONG.

KANSAS CITY, Mo., Nov. 2, 1908.

Editor of PRINTERS' INK:

PRINTERS' INK is known far and wide as a very helpful journal. Usually the articles printed therein are by men of experience who have something to say which PRINTERS' INK knows will prove of benefit to its readers.

Because of this fact many business men, and advertising men as well, look to it as a guide. And such I have found it to be. But in your issue of Oct. 28th you print an article which, if the advice it contains was followed, would lead the wholesaler to throw away money with very little if any return.

The article I refer to is that of James H. Collins, and while I have read with interest and benefit many of the articles from this writer in PRINTERS' INK and the *Saturday Evening Post*, this last article proves that Mr. Collins knows little of the subject chosen.

As an advertising director for the largest wholesale millinery house in the Central West I say this, I am not and have never been in the trade paper business and in this case must say Mr. Collins underestimates the values of the trade press and overestimates that of the newspaper.

Furthermore, it shows Mr. Collins is not familiar with the wholesale business.

All markets save that of New York give the merchant a rebate on the goods he buys when in the market. This does not mean sales by traveling men while on the road. This discount is 2 per cent, and every market has the same discount rebate.

Mr. Collins states one millinery house gave notice of the fact that they would send the merchant an assistant. Every wholesale house does this and every merchant knows it. My own firm furnishes many trimmers and assistants each season.

Now if a wholesaler has a branded article, such as hosiery, an overall, shirt, or something similar, it is possible for him to advertise in the newspapers to advantage as he then gets before the consumer as well as the dealer. But he must have enough money set aside to go into the papers and stay there to make it pay.

In the advertisement reproduced I cannot see where the wholesaler gets his money back. He reaches ninety per cent he did not need to reach to get to ten per cent he does business with. Yet he pays for one hundred per cent circulation.

Furthermore he cannot advertise regularly unless he has branded merchandise, and what does spasmodic advertising amount to? There is twice in the year (January and July) when if all the wholesalers in a market got together and advertised the market as a whole in the daily papers it might then be a good thing. This has been tried by the St. Louis market, Dallas, Tex., New Orleans, and perhaps others.

But all this time letters by the thousands were going out and trade papers



## OPEN LETTER No. 2

**SMITH & BUDD**

NEW YORK—CHICAGO—ST. LOUIS

NEW YORK, NOV. 23, 1908.

Gentlemen:

In PRINTERS' INK, issues of October 14th and 28th, and November 11th, were talks aimed straight at manufacturers and distributors of goods for home and family consumption. No words were minced and in the plainest, clearest English at the command of the writer, he tried to call attention to a medium by which a message could be carried into more than 270,000 homes of progressive, prosperous, money-spending people in the small towns and villages of the country.

The tendency of many people is to do the customary thing, or as it was put in one of the announcements, to "follow the beaten path." This makes it possible for the wise and the brave to get above and beyond, to win, to prosper the more.

Nine business men out of ten follow some ones else lead when it comes to the matter of advertising. Anything different, no matter how meritorious, no matter how well backed by proofs and argument, is often regarded, if not with suspicion, at least with indifference.

Possibly one general advertiser out of ten has been reached and acquainted with the merits and qualities of Pennsylvania GRIT, and is in a position to pass with clear, keen judgment upon the measure of its adaptability and value as regards their particular purposes. Now, we are after the new.

On the November sheet of N. W. Ayer & Sons' calendar there is this sentence: "I have got to find a way, a way to get away from the jobbers, a way to get away from fierce competition, a way to get at the consumer." There is no question that this conviction lies deep in the minds of nearly every manufacturer. An opportunity to get close to the consumer, to appeal directly to the people who actually use the goods, and to do it with economy and effect, is a necessary, daily more apparent.

Pennsylvania GRIT is a clean, well edited weekly family newspaper. That it has merit and appeals powerfully to its readers, is most easily proven by the fact that from the smallest beginnings, 27 years ago, and those of a purely local character, it has grown and grown until today it regularly goes into more than 12,000 towns where it is delivered by its own carriers, and at a subscription rate of \$2.00 per year or 5 cents a copy.

It has a guaranteed circulation of over 200,000 copies per issue, and any advertiser or advertising agent who cares to know, can learn exactly the nature and distribution of its circulation. Ask us to show you.

As a general publicity proposition, GRIT offers to manufacturers an unequalled opportunity to reach in large numbers, the very people their better judgment tells them they want to reach, and most readily they would build lasting and enduring sales.

In the three previous announcements in PRINTERS' INK, we have asked for expressed permission from those interested, to lay all the facts and figures before them. We have heard from a few and we have shown them things that surprised them. We are writing this open letter that "he who runs may read." Do you want to hear from us?

Yours respectfully,

SMITH & BUDD.

P.S.—This is an advertisement. It's here because we want to reach you and we know PRINTERS' INK reaches you. GRIT goes to the people you want to reach. Therefore—

were carrying special advertisements and it is difficult to judge just how much the newspapers should be given credit for.

I have just threshed out this newspaper advertising to my satisfaction. A page advertisement was given the "Style Number" of a local paper. One thousand extra copies of this paper were mailed to a special list furnished by us to the paper. One thousand letters were written—one to each name the paper was sent to.

In addition to this fourteen salesmen were provided with papers to show to all the customers they called upon. Now all this was without appreciable results. And how many times would it be possible to back up newspaper advertising in this way?

If Mr. Collins will look up a few copies of such trade papers as the *Dry Goods Economist*, *The Apparel Gazette*, *The Dry-Goodsman* and such papers, he will see there just about as "classy" advertising as is to be found in newspapers. And best of all, in such papers there is no "over the shoulder" readers—everyone a "bull's eye" chance.

Manufacturers are not trying to eliminate the jobber, neither is the dealer. The jobber is very necessary to both. Quite a few of the makers of goods that are heavily advertised refer every inquiry to the jobber. The play of "elimination" made on the jobber by manufacturer and dealer is for "capital." The idea of "elimination" has been exploded and one sees less and less now of the advertisements of dealer or manufacturer fighting the wholesaler. Many manufacturers who advertise say nothing of the jobber in their advertisements, yet their products are distributed through the jobber.

I thoroughly agree with Mr. Collins that the jobber as a rule is doing very poor and unprofitable advertising. But Mr. Collins would have him spend more money and in very much more unprofitable mediums than he now uses.

Yours very truly,

F. L. BRITAIN,  
Mgr. Advertising Frankel Frank & Co.,  
Wholesale Milliners.

#### MR. COLLINS' REPLY.

NEW YORK CITY, Nov. 9, 1908.

#### Editor of PRINTERS' INK:

The article Mr. Britain analyzes so good-naturedly was written chiefly to call attention to what seemed to me an excellent field for cultivation by both jobbers and newspaper publishers.

I am familiar with the trade journals he mentions, and the high-class advertising they carry. Isn't this advertising that of manufacturers, however, rather than of wholesalers, and does not the wholesaler use them largely for exploiting his own specialties and brands rather than call attention to broad market advantages?

As for eliminating the jobber, I must confess that at one time elimination seemed to me inevitable in his case, and perhaps a worthy thing to accomplish for the general good of the world. But the fact that he hasn't been eliminated probably demonstrates that he won't be,

and to-day, personally, I am glad that he is still with us. I am not as well acquainted in the wholesale trade as I would wish to be. But insight into the work carried on by a wholesale house like Butler Brothers ought to convince anyone that such houses are necessary. Some years ago Mr. Cunningham, the advertising manager of that house, and author of its fine treatises for merchants, told me that no trade journal or periodical of any kind was available for reaching the 150,000 general stores of this country. The present trend of retailing is toward the breaking down of close trade lines, and the conversion of even small specialty stores into general stores. On top of the highly efficient trade journals the wholesaler needs a medium that will, several times a year, give him a hearing with the best merchants in his territory, irrespective of trade lines, and in such mediums he ought to deal with market advantages broadly in a way that would hardly be possible in trade mediums. Boards of trade, chambers of commerce and city bureaus are working in this way everywhere. The wholesaler may well consider methods of supplementing such advertising, and diverting general results in his own direction. The newspaper is the logical medium, and if used a few times a year, with intelligent co-operation between wholesalers and publishers, can hardly be costly.

Yours sincerely,

JAS. H. COLLINS.

#### LOUD CALL FOR A LIVE REAL ESTATE PAPER.

J. C. MEHAN-BUTLER.  
Farm Lands—Real Estate.  
DES MOINES, Oct. 31.

#### Editor of PRINTERS' INK:

The real estate field is, I believe, entitled to a publication in the interests of real estate men. The business which was once a conglomeration of more or less good and bad men, all standing alone and divided against each other, and a vocation wherein no man could claim it as a business, but rather as a peddling agency—has grown within the last few years to be a profession entitled to the profound regard of good business men the world over. In every city in the United States there is one man or more, and sometimes many, who are entitled to the highest rank as business men and the greatest respect of their clientele, who make a living and more out of their real estate business. And it is a matter of sincere regret to me that we have no trade paper, or at least none known to me.

Speaking for my own firm, I will say that if a trade paper of proper dimensions, built upon a foundation of sufficient width and depth and thickness, to be really called a trade paper devoted to our line of business, could be conceived, I would pay any price therefor the publishers could consistently ask per month as subscription price. As king of the publishing world, I believe that it is up to Printers' Ink Publishing Company to foster and encourage a publication of this sort, to be issued at

some central point in the United States; and I believe it should have PRINTERS' INK's hearty support for the good of the cause. No profession in the world handles more money successfully, and no profession offers more opportunity for a man to show his inert and inborn honesty and good judgment than the real estate.

I think we are entitled to a trade medium for which the best men of our profession might well be thankful, and to which we could look for some much needed information and support.

Yours truly,

J. C. MEHAN.

#### TAFT'S LATEST FISH STORY.

Justice Harlan told a story to Judge Taft of how he went out to play golf in a fog. He thought he would drive the ball and sent it off at a "hazard." He came to the caddie and asked him to find the ball, looking within a radius of three hundred yards. The caddie's eyes stuck out.

"I done found dat ball, Judge. It am in de hole sure 'nough. It jest wiggled in like."

It was certainly remarkable that a drive through the fog should place a ball where the most earnest effort of two to twenty strokes may fail in broad daylight.

Judge Taft responded with a fishing story, also about a fog. He went out one day in a wagon to fish and the fog came down thick. He drew up where he thought the stream ought to be, cast his line, felt a pull and hauled in a fine trout—another bite and another, until the wagon was filled. The fog lifted and the wagon was three hundred yards from the river! There was a silence which might be felt when Judge Taft concluded, and Justice Harlan told no more fog stories.—*National Magazine*.

Because he had too high a regard for women to assist in enslaving one of them, Harry Lee, editor of the *County Review*, of Riverhead, N. Y., declined to admit an advertisement to his columns in his last issue.

An elderly farmer, dressed in his working clothes, approached the editor and asked him to write out an item for his paper, for which he was willing to pay. "I want," he said, "a woman who can cook, wash, iron, milk four cows and manage a market wagon."

"Shall I mention the wages?" asked the editor.

"Who said anything about wages?" demanded the would-be advertiser. "Wages nothing! I want to marry her!"

A grand jury of Butler, Pa., recently reported that the county jail, from which there had been two jail deliveries within two years, was in good condition, except "the doors and locks."

"Does the razor hurt, sir?" inquired the barber, anxiously.

"Can't say," replied the victim, testily, "but my face does."

## Three years ago we said:

### The Gazette—One Cent

The reduction in price of the Gazette is the result of our determination to obtain for the Gazette as large a constituency as is possible to secure for an evening paper published in the city of Worcester.

An increased circulation means greater power for our paper. It means a wider dissemination of the principles of good government for which the Gazette has always stood. It means a larger audience for the Gazette in its fight for clean city politics. It means an enlargement of its influence in the affairs of Worcester, and of Worcester county. It has long been a subject of consideration with us whether the matter of price was not a serious limitation to our growth. Whether with the daily sales price reduced to a penny there might not be a wider market for a paper clean and wholesome both as to its news and its advertising columns.

There will be no reduction in the amount and quality of our reading columns. On the contrary there will be increased reading matter, a larger news staff, the introduction of more new special features and a constant effort toward the betterment of the Gazette as a newspaper.

It seems fitting that we should here state that this change has been determined upon at a time when the Gazette has just closed the most successful fiscal year in its history; at a time when its receipts from subscriptions and from advertising, both local and foreign, are larger than ever before.

GEO. F. BOOTH, Publisher.

Worcester, Mass., Nov. 15, 1905.

**THE GAZETTE** now prints and SELLS more papers, daily, than any other Worcester evening paper, or any other evening paper in Central or Western Massachusetts.

For **WORCESTER, MASS.**  
—The **"GAZETTE"**

JULIUS MATHEWS, Representative

## ON MAKING GOOD COPY.

NECESSITY OF CAREFUL PREPARATION BEFORE PUTTING PEN TO PAPER EMPHASIZED BY GEORGE P. METZGER—THE ACTUAL WRITING OF THE AD THE LEAST IMPORTANT PART OF THE WORK.

George P. Metzger, advertising manager of the Columbia Phonograph Co., was for several years connected with one of the largest advertising agencies of New York, where he established a reputation as an unusually effective copy producer. One of the principles that governed him in his work was that the more an ad writer knew about the firm whose advertising he was to handle, its business methods, and the character and manufacture of the articles it had to sell, the better the ads he could get up. And so whenever Mr. Metzger was called upon to take up a new proposition he would not write a line until he had thoroughly saturated himself with information concerning it.

In giving the students of the Class in Advertising at the Twenty-third street Y. M. C. A. suggestions upon ad writing, Mr. Metzger said:

"In preparing to write ads or conduct a campaign the first essential is to thoroughly know the market for the goods to be advertised. Is it general, limited, or local? The extent of your advertising and the kind of copy you use depends on the answer. Remember that thoroughness is more necessary than brilliancy.

"Having decided on the class of people to whom the article will appeal, and the magazines and newspapers through which you decide to reach them, the next thing is to determine the size of the ad space. This depends on many things—such as the size of the appropriation, kind of an article to be exploited, and the character of the audience to be addressed. The actual writing of the ad is the smallest part of the work of advertising. Copy production comes last.

"When you have completed your plan of campaign and prepared your copy, sleep over it, and then

examine and criticise it carefully.

"I cannot emphasize too strongly the necessity of getting together everything you possibly can on the subject you have in hand. If you are conducting a paint campaign for a manufacturer, you must know whether you want to reach retailers or wholesalers. What do you seek to accomplish by advertising? Do you plan to build up trade for your own stores, for retailers or for wholesalers? Are the paints to be used for interior or outside work? Are they for marine purposes, wood or metal protection, home, farm or city use?

"How does your paint compare with other paints of the same class in purity, durability, spreading and cost? How do they stand up under heat or cold, sun and rain? Do you give directions how to use the paint that would appeal to the non-professional consumer?

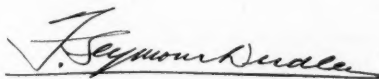
"Again, are you seeking a country wide trade direct from the factory or is your product handled through agents or jobbers? If it is a local trade, what is its character and needs, and how can you make your appeal the most effective? If you are looking for large contracts, can you fill them quickly? What materials enter into the manufacture of paint, and how are they put together? What are the simple tests of purity? How can you help the dealers?

"Analyze your proposition thoroughly, but do not try to advertise too many points in a single article. Play up one at a time, and drive it home good and hard. In this way you will make a deeper and more convincing impression, one that will last and result in good business."

The American Trade Press Association has just issued a bulletin giving the views of thirty-three prominent trade publications on the business outlook. Without exception the tone of each is optimistic. Many of the editors express the belief that 1908 will be a banner year in all lines of trade. Let us all hope that it will be. Prosperity can come none too soon to suit both publishers and advertisers.



Salesmanship is a Science! He who masters its laws as applied to written or printed words can command a Nation of Buyers.



*President, American Letter Co.*

The American Letter Company is a unique organization which executes Selling Campaigns in their entirety. With its modern printing plant, its fac-simile letter department operating the Typewriter Press, its addressing and mailing department and a corps of over 200 people skilled in every branch of mail-order work, it will relieve you of all detail and do it at a cost which makes this service profitable to you.—PRINTERS' INK.



## Mitchell <sup>LOFTS TO LET</sup> Building

**41-43 West 25th Street**  
(Madison Square)

A new, high-class, fireproof mercantile structure. Floor space 50x90. Location unsurpassed. Particularly desirable for

**PUBLISHERS  
ADVERTISING AGENCIES  
SPECIAL AGENTS  
OFFICES AND SHOWROOMS**

Exceptionally Good Light.  
Reasonable Rentals.  
Immediate Possession.

*1st and Top Lofts to let.*

Illustrated folder and particulars on request. Inquire on premises or your own broker.

Phone 4980 Madison.



PRINTERS' INK.

THE HOME PATTERN CO  
Manufacturers and  
Distributors of  
THE LADIES' HOME JOURNAL PATTERNS  
NEW YORK

THE  
MONTHLY  
**STYLE BOOK**  
THE  
QUARTERLY  
ADVERTISING DEPARTMENT  
METROPOLITAN TOWER  
NEW YORK

NEW YORK Metropolitan Tower  
CHICAGO 347 Marquette Bldg  
BOSTON 161 Devonshire St

SUBJECT  
\$100,000,000 judgment

Mr. American Manufacturer,  
Busytown, U. S. A.

Dear Sir:-

These 2,500 merchants who are agents for The Ladies' Home Journal Patterns have, by their shrewd and enterprising business methods, already cleared for themselves \$100,000,000 profits.

Now, these very same merchants are giving away every month more than a million pennies, (2,000,000 copies of the Monthly Style Book, which cost them more than a 1/2 cent apiece).

Remember now, these merchants consider it almost criminal to waste a single penny - much more a million pennies. Only because they are convinced that the Monthly Style Book is so interesting that the chance to get it will bring hundrede of thousands of women into their stores, do they pay for and distribute this vast number of copies.

If these "\$100,000,000 merchants" are correct in this estimate of the interest women take in the Monthly Style Book - think what it would mean to have your selling story on the Monthly Style Book pages - pages read so eagerly each month by 2,000,000 women.

Yours truly,

*Condi Nast*

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**\$100,000,000 Judgment**

Next Letter—

A Comedy in One Act

## PRINTERS' INK.

To 20,000 Washington women—customers of S. Kann Sons & Co., the leading department store of Washington—you can talk your goods in a 175 line advertisement for \$5.25.\*

### And You Can Talk Also To

No. of Women getting Month- ly Style Book	Trading Place	City	Cost of a 175 line adv.
20,000	S. Kann Sons & Co.	Washington	\$5.25 *
23,000	Jones Dry Goods Co.	Kansas City	6.04
8,000	The Kinnane Bros. Co.	Springfield, O.	2.10
20,000	Hochschild, Kohn & Co.	Baltimore	5.25
6,500	G. V. S. Quackenbush & Co.	Troy	1.71
20,000	Maison Blanche	New Orleans	5.25
15,000	Powers Merc. Co.	Minneapolis	3.94
10,000	The Golden Rule	St. Paul	2.63
20,000	Nugent & Bro. D. G. Co.	St. Louis	5.25
25,000	Adams, Meld, & Anderson	Buffalo	6.56
30,000	Shepard Norwell Co.	Boston	7.88
20,000	C. F. Hovey & Co.	Boston	5.25
100,000	Marshall Field & Co.	Chicago	26.25
20,000	Stewart Dry Goods Co.	Louisville	5.25
16,000	J. Bacon & Sons	Louisville	4.21
12,000	L. Bamberger & Co.	Newark	3.15
20,000	The Bennett Co.	Omaha	5.25
20,000	Olds, Wortman & King	Portland	5.25
15,000	The Bon Marche	Seattle	3.94
10,000	Spring Dry Goods Co.	Grand Rapids	2.63
8,000	The Lamson Bros.	Toledo	2.10
7,000	Jonas Long's Sons	Seranton	1.84
10,000	Dey Bros.	Syracuse	2.63
12,000	The B. H. Gladding Co.	Providence	3.15
25,000	The T. Eaton Co.	Toronto	6.56
20,000	The Broadway Dept. Store	Los Angeles	5.25
15,000	J. G. Bullock	Los Angeles	3.94
10,000	L. & A. Cohn	Salt Lake City	2.63
7,000	Burton Peel D. G. Co.	Fort Worth	1.84
20,000	A. T. Lewis and Son D. G. Co.	Denver	5.25
7,000	Gus Blass D. G. Co.	Little Rock	1.84
6,000	Harriss-Emery Co.	Des Moines	1.58
30,000	Scruggs, Vandv't & Barney	St. Louis	7.88
8,000	Hennessy Robinson Co.	Evansville	2.10
20,000	The O'Connor, Moff. & Co.	San Francisco	5.25
20,000	Weinstock, Lubin & Co.	San Francisco	5.25
7,000	Steele Smith D. G. Co.	Birmingham	1.84

### And so on; In all to

2,000,000      2,600 Leading Stores      2,500 different cities      \$525.00

\* S. Kann Sons & Co. distribute each month 20,000 copies of the Monthly Style Book—which is just 1/100th of the Monthly's total circulation of 2,000,000. Now to reach the entire 2,000,000 with a 175 line advertisement will cost you \$525. The cost, therefore, of reaching with an advertisement of the same size S. Kann Sons' Washington section will be just 1/100th of that \$525, or \$5.25.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: NO. 10 SPRUCE STREET,  
NEW YORK CITY.  
Telephone 4779 Beckman.

President, J. D. HAMPTON.  
Secretary, J. I. ROMER.  
Treasurer, H. A. BIGGS.

The address of the company is the address of  
the officers.

London Agt., F. W. Sears, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time will be put down for one year each and a larger number at the same rate. Five cents a copy.

JOHN IRVING ROMER, Editor.

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New York, Nov. 11, 1908.

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## The Spoken Word

There are a number of wide-awake advertising men who buy the Hearst papers each day with a single purpose in view. That purpose is to study the Brisbane editorials in the effort to discover the secret of their peculiar hold upon the public. No "best-selling" novelist, no public man, no advertiser is so sure of his audience as this same Brisbane. Hundreds of thousands of people are waiting from day to day to follow him in any line of thought that it may please him to discuss. Much more profound and scholarly writers get scant attention in comparison. No matter whether he talks about Napoleon, graft in public places, or a system for feeding babies, his audience is there and waiting for him.

And that is just the point,—he doesn't write, he *talks*. It is not generally known that Brisbane keeps eight or ten phonographs going most of the time. He even has a couple of these machines at home. When he has something to say, he *says it*,—doesn't write it. When he gets all wrought up over something he lets the receiver of the machine have it straight from the shoulder. As a result, the *spo-*

*ken word* gets on paper, and gets into print, and the Hearst circulations boom.

Advertising has an attraction for Brisbane. He frequently talks advertising in his editorials, shows up at advertising conventions and makes after-dinner speeches to advertising men. The subject interests him. Perhaps he realizes that he has got hold of an idea that would make advertising more forceful, convincing, productive. That is, if it could be as successfully applied to business as he applies it to editorial work.

There is a quality in the spoken word that is wholly wanting in the "I-take-my-pen-in-hand" style. One is live and virile. The other is so everlastingly polished that you can't see below the surface. The invention of the phonograph may some day lead to a revolution in advertising copy. The difficulty at present is to know how to apply it. It is certain that the advertiser who solves the problem will have a host of imitators. A few advertising men have been experimenting with the phonograph for quite a long time. One of the first to take it up was Artemas Ward—he of Sapolio fame, and so many other kinds of fame that a full list of his accomplishments will not be attempted here. Mr. Ward ran a column in *PRINTERS' INK* nearly twenty years ago known as "Stray Shots." It was widely read. He, too, kept a phonograph at the office as well as another at home. He talked and people simply listened, though few knew why it was his matter made such easy reading. Ernest Elmo Calkins is another successful advertising writer who uses the phonograph.

Many an advertising worker has been bothered by not being able to get his ideas on paper just the way they have presented themselves to his mind's eye. The actual labor of writing, the fact that the process will not keep step with ordinary mental activity, have been obstacles in the way of the highest type of "salesmanship on paper." The closer that an advertiser can come to the personal work of the live, speaking salesman, the firmer

his hold upon the reader and the stronger becomes his campaign as a whole.

### **A Novel Way to Advertise a Bank**

That a bank can make good use of its windows to attract attention and secure depositors is shown by the experience of the First National Bank of Traverse City, Michigan. Leon F. Titus, the cashier, conceived the idea of making a window display that would interest the public and benefit the bank.

A "shadow box" having a depth of one and a half feet was constructed and lined with black velvet for a background. In this box from time to time exhibits are placed. The display consists of reports of the bank's condition, specimens of new issues of treasury notes and coins just as they come from the United States Treasury, newspaper clippings, freak checks, etc.

On one occasion photographs of two of the bank's depositors were shown. One was that of a three-months-old infant, and the other that of a man 84 years of age. An explanatory note stated that there were "among the youngest and oldest of 2,509 depositors."

Mr. Titus is quick to seize upon news incidents and make them tell a lesson in the window. Some time ago a Southern man buried \$10,000 in currency in the ground because he had no confidence in banks. When he dug up his money later on he found that some of the currency had rotted.

The newspaper clipping telling the story was placed in the window of the bank and by its side a depositor's bank book.

The money was buried in 1904 and on the credit side, a deposit of \$10,000 is shown. Under this, every six months, the interest is entered, the rate being 3 per cent., compounded semi-annually. The interest shows that had the money been deposited instead of buried, the man would have received \$1,423.83, instead of losing \$25 which the Government experts were unable to identify.

It would seem as though Mr.

Titus has hit upon a plan that has valuable possibilities. Dealers in foreign money have for a long time employed their windows for display purposes, but national and savings banks, so far as we know, have not done so.

We have heard some pretty tall tales about how valuable PRINTERS' INK has proved to some of its readers. So far the record seems to be held by Mr. Charles W. Mears, advertising manager of the Winton Motor Carriage Co., of Cleveland, Ohio. In the course of a letter to the editor Mr. Mears says: "Incidentally I am the fellow who won first prize, \$2,000, in the Arbuckle \$5,000 contest, but I am not chesky on that account. I merely mention it because I learned of that contest through a five-line paragraph in PRINTERS' INK. One copy of PRINTERS' INK was therefore worth \$2,000 in cash to yours truly."

### **Look Out for Display Lines**

Carelessness in the use of catch lines may spoil the intended effect of an advertisement. Recently there appeared in a Chicago class publication an ad of this character. It was inserted by the Howard Publishing Co., of Washington, D. C., and called attention to the value of the *Feather*, a leading poultry and pigeon magazine, as an advertising medium.

The first line consisted of one word, "Overlook," in large display type, and two-thirds of the way down another display line, "The Feather." The reader, in glancing at the ad at first, sees only these two lines, and if he heeds the advice they contain he does "Overlook the Feather" and reads no further. Of course this is not what the writer of the ad wants him to do, for, an examination of the text shows that it contains an argument why he shouldn't overlook the paper.

Advertisers should be mighty careful that the intelligent compositor doesn't ruin his announcements by prominently displaying the wrong words.

### **Dr. Wiley on Honest Ad- vertising**

Dr. Wiley's address at the Sphinx Club dinner has stirred up more talk among the advertising men than any that has been delivered in New York in a long time. His criticisms of certain advertisers who deliberately mislead the public through skillfully worded announcements in the newspapers and magazines were warmly commended.

Naturally some of the general advertisers who have complied with the pure food and drug law in labeling their packages do not think it was fair in Dr. Wiley to intimate that their goods are not as represented.

The speaker's contention that the word "merchandise" should be substituted for "food" and "drugs" in the present law found a champion in George H. Perry, advertising manager of the Siegel-Cooper Co., who said to the writer of these lines:

"The department and retail dry goods stores of the city will welcome the day when any law is passed that will relieve the honest advertiser from the unfair competition of the dishonest advertiser. The class of advertisers to which our house belongs will be most delighted and the least affected by the enforcement of such a measure, because as a general rule they are already conforming to the suggested provisions of such a law."

One effect of Dr. Wiley's address will be to call attention to advertising that is polite but dishonest. It is our own opinion that while there is less of this kind of publicity now than ever before, it can never be wholly eliminated. You cannot make men honest by law; if you could, the millennium would have arrived long ago. You can, however, help improve the tone and general character of advertising by quickening the pulse of business morality through agitation.

The Homer W. Hedge Company, general advertising agents, have taken possession of new and larger quarters in the new Acker,

Merrall & Condit Building, 35th St. and Fifth Ave., New York.

### **Met His Waterloo**

Flattery has for years been one of the most common methods of getting under the wary advertiser's guard. But latterly there have been so many solicitors working the game that it shows signs of being played out. The advertiser no longer sticks his chest out when the caller tells him that his copy is the talk of the advertising world, that he is the best buyer of space in the field and that his selling plan is the despair of all competitors. He has come to recognize this formula as a preamble to an attack upon his pocket-book. So instead of dropping his guard at the words of honeyed flattery, he adjusts his far-seeing specs.

One agent, at least, has made a complete right-about-face, so far as flattery is concerned. He now goes to the other extreme. He frankly and boldly roasts the prospective victim at whatever he conceives to be his most touchy point. Sometimes the new plan works surprisingly well. But the other day this agent met his Waterloo. He had been telling a somewhat staid business man how completely he was off the track in his advertising, what a shame it was he was getting such bad service and so on. The business man listened attentively and to all outward appearances was deeply impressed. He interjected not a word until the agent had finished the scathing arraignment. Then he said:

"You remind me of a story I heard the other day. A village blacksmith was putting his fox-terrier through some clever tricks when a pompous city man came along in his auto and stopped to watch the dog's performance. After a while he said to the blacksmith, 'My good fellow, how is it that your dog can do so many tricks? I can't get mine to do anything.'"

"'Well,' said the blacksmith, 'in the first place, you've got to know more than the dog or else you can't learn him nothin'.'"

## DR. WILEY PLEADS FOR HONEST ADVERTISING.

GOVERNMENT FOOD EXPERT FIRES SOME HOT SHOT AT THE SPHINX CLUB DINNER—URGES MEMBERS TO JOIN HIM IN A CRUSADE—NEWS SUPPRESSED BECAUSE IT AFFECTS ADVERTISERS' INTERESTS—L. S. DOW ARRAIGNS PACKERS WHO USE BENZOATE OF SCDA.

Two notable addresses were given at the Sphinx Club dinner, held at the Waldorf-Astoria, New York, last week. The first was by Dr. H. W. Wiley, Chief of the Bureau of Chemistry of the Department of Agriculture at Washington, and the second by L. S. Dow, general sales manager of Heinz's 57 varieties.

Dr. Wiley spoke as follows:

I have been told that the distinguished Governor of your state has been advised to cultivate a few human weaknesses as a background for his virtues, and so I, the protagonist of all that is pure and holy in food, have tried to nourish, as well as I could in such an inhospitable environment, a number of dietetic sins. It is true I have had but little success, and how utterly monotonous a life of spotless virtue is, both the Governor and I can attest!

For instance, my distinguished friend Mr. Wu says meat eating is bad and causes evil thoughts. He says, addressing the young ladies at Miss Mason's School at Tarrytown: "I believe pure diets produce pure thoughts. All the crimes that are committed to day are by persons who eat flesh foods. Non-flesh diet means no crimes, simple life. I am a better man to-day, not that I was ever a very bad man, but I feel nobler and purer in thought." Mr. Wu and I agree in almost all things, and yet I ate with immense relish a rasher of Beechnut bacon with my breakfast and have enjoyed the roast ribs of beef and beefsteak which you gave us to-night.

Prof. Williams tells you that all alcohol is bad; that even the modest wine drinker who mulls over a mug of Medoc for his dinner only, is never sober. I agree also with Prof. Williams that alcohol is a poison, but even I do not deny the value of a good bumper of Burgundy, or the inspiration of a pony of old mellow poison distilled from grapes. We are indeed grateful for these dietetic diversions and transient transgressions.

An agricultural wit has even lately called attention to wheat, which is supposed to be almost the purest form of food, and yet the chemists have found it to contain gliadin, tryptothane, and even amino valeric acid, and he adds, "I am sure, without meaning to be

profane, that the well-known imploration might well be changed to read 'Give us, this day our daily sins and forgive us our bread as we forgive those who give it to us.'"

I read some advertisements in the New York papers this morning. Here is one relating to a school for teaching the art of writing advertisements. It says: "Big advertising boom begins. Prepare for bigger pay. Monday evening class in advertising now forming. Free demonstration. Come and learn our plans and methods. The only school of practical advertising. If you cannot come Monday write for booklet."

Now in a school of advertising I should like to hold the Chair of Professor of Ethics.

Five years ago the great American Medical Association created a Council on Pharmacy and Chemistry. I was made a member of that Council. Its duties were to see that no advertisement appeared in the columns of the *Journal* that contained any false or misleading statements. What did we find? Mythical chemical formulas that were impossible. Fanciful and learned names of bodies that never existed and never could exist. False and misleading statements concerning the virtues of the preparation. The process of excision was costly. The *Journal* has an immense circulation. Its advertising space comes high. The false advertising brought a large income. Could the *Journal* afford to cut it out? The knife was vigorously applied. The revenues were more than cut in two, but what has been the final result?

## THE Milwaukee Journal

has an office organization that is in closest touch with the retail business of Milwaukee. Agencies or out-of-town advertisers are tendered this service free, for any information desired.

Retail merchants and foreign advertisers have given the Milwaukee *Journal* unquestioned supremacy in display advertising. The public has given the Milwaukee *Journal* unquestioned supremacy in classified advertising, the *Journal* carrying more of this line of business than all of the other evening papers combined.

The *Journal* gives advertisers over 55,000 circulation daily.

The advertising rate is 7c per line flat. The Journal Company, Milwaukee; J. F. Antisdel, 6 W. 29th St., New York City; C. D. Bertolet, Boyce Bldg., Chicago; and W. R. Butler, Gumbel Bldg., Kansas City.

When honest manufacturers saw that dishonest competition was cut out they hastened to get a place in a journal where no tainted advertisement was allowed. To-day the *Journal of the American Medical Association* has a far larger income from its advertisements than ever before. Every one of its thousands of readers knows that there is not a false formula, not a fictitious name, not an erroneous statement of properties in the whole lot. The advertiser gets more benefit from his investment, the reader gets a better choice of remedies, and the *Journal* gets more money from its advertising space than ever before.

This, gentlemen, is an object lesson you should never forget. It pays to advertise, but never to advertise lies. I was shown to-day a number of advertisements in which my name figured as endorsing, at least indirectly, a certain article offered on the market. Now, that is one thing on which I am sensitive, extremely sensitive. I never have authorized the use of my name in any advertisement and I never shall. The man who uses it steals my name. He would steal my purse if he thought it contained as much money as my name and he could get his hands on it. It is nothing but a make-believe. Do not think you can misrepresent an article of food or drugs in an advertisement without impunity. The Court of Appeals of the District of Columbia has lately decided that the courts will not protect a property right in a trade name if false and misleading statements are made concerning the goods to which it is applied. Justice Robb in delivering the opinion of the Court, said:

"It is established by a long line of authorities that in an equitable proceeding to restrain the fraudulent use of a trade-mark, the one seeking such relief must himself be guiltless of any false representations in the mark and in advertising the article covered by the mark, and that, if he has made such false representations, the right to the exclusive use of the mark cannot be maintained."

Thus, if you make false or misleading statements about a food or drug product sold under a label trade-marked or otherwise, that label becomes a vehicle of deception and the goods covered by it are subject to seizure and condemnation, and the manufacturers to criminal prosecution. The Pure Food Law "will git you if you don't look out."

Let me read you extracts from a few labels cut out of the morning New York papers to illustrate this kind of misrepresentation. Here is one which tells about "Baby's suffering—raw with eczema from birth." "He was perfectly raw all over with humor." Evidently this baby is born to be a second Mark Twain, who, during his whole lifetime has bubbled over with humor, but here is a boy who was born "perfectly raw with it." "The fearful itching lasted for months," and some one walked the floor with him day and night. The little fellow wasted away and could get little rest, and at last it was decided to try a certain remedy. "Bathe him with it, using just as little water as possible." "This relieved him almost at once and in a comparatively

# To the Members of the Quoin Club

I know that I can reach you all in this way and I have something to say which will interest every one of you. Unless all signs fail, 1909 will be the biggest advertising year in history, and this means that you gentlemen will all make more money than you have in the past.

Some of this money you will spend judiciously—and the rest you are likely to spend anyway. Most of you have families and it isn't necessary to dwell at length upon the fact that your first duty is to them.

Life insurance represents the best of all methods for easily making ample provision for that inevitable time when your money-making days are gone forever.

I believe that it is beyond dispute that I represent the best Life Insurance Company in the world, and we are now issuing a new form of policy which from its nature and provisions cannot fail to be of special interest to you.

I want to see and talk to you about it personally because I know that you are all men who can write a check for \$200.00 or over and not worry about it—especially when it may mean \$10,000 to the wife and family.

You may be too busy to-morrow—write or telephone me now, and let me know when I can see you.

**EDWARD LAWRENCE HALE**  
**Equitable Life Assurance Society**  
 128 Broadway, New York  
 Tel. 5800 Cortlandt



short time the baby was quite well." Then follow the prices.

Then here are stomach troubles. "When there is distress after eating or drinking." Oh, I wish we might have some of that remedy here now. And then it goes on to say: "A natural appetite and a perfect digestion can be assured and you will enjoy your food if you will get a box of these pills. They will cure "Acute indigestion, lassitude, flatulence, qualmsiness." Now I wonder what that is—must be about to make an after-dinner speech, etc., etc. And then at the end in big letters: "Are wonderfully effective," followed by the prices.

Then here comes "Old Dr. Grindle" with his cure for "Blood poison, nervous debility, kidney and bladder troubles, gravel, irritation, inflammation and other diseases all quickly cured," and at the end "The charges are the lowest." Then "Old Dr. Grey" in the same column follows with the same line of diseases, "blood poison, nervous debility, kidney and bladder diseases. Consultation and advice free," and "The charges are the lowest."

Apparently something is wrong in these two advertisements because "Old Dr. Grindle" states his prices are the lowest and "Old Dr. Grey" states his prices are the lowest. Still another in the same column. Remedy for "blood-poison" by Dr. Renz. He evidently is not "old." And then comes a remedy for "Sores and ulcers," the combination of healthy vegetable ingredients. Since the impure condition of the blood is responsible for the trouble, a medicine that can purify the blood is the only hope of a successful cure. "This remedy brings about a healthy condition of the flesh by supplying it with rich, nourishing blood and makes a permanent and lasting cure." Book on sores and ulcers and any medical advice mailed free to all who write.

Then here is the picture of a man suffering intensely. "Do you get up with a lame back? Have you rheumatism, kidney, liver or bladder trouble?" Of course you have when you read all about it—everybody has. When I studied medicine I had all the diseases alphabetically arranged from asthma to zymosis and "had 'em bad." And the "danger signals"—ah! that is it! The danger signals. "If these danger signals are unheeded, more serious results follow." And then are described feelings which everybody has every day, especially in the morning after a banquet. And when you find you have these signals you send and get the first cure for five dollars, and then you have some more danger signals and you get the second cure.

This is not advertising, it is deception and lying. The daily press, which is supposed to give correct information to the public, should have a Council on Pharmacy and Chemistry to expurgate its advertising. Wealth obtained by deceiving the people is and ought to be a curse. It should burn the pockets of its possessors with as fierce a fire as if it had been obtained with a false key or a jimmy. Which shall be the first great metropolitan daily to exclude such immorality from its columns?

You haven't those diseases you think you have when you read these artfully prepared symptoms. Have you a pain in the back? Yes? "Then send for our white pellets—no charge. Take one at night. If your urine is blue in the morning you have advanced degeneration of the kidney." Each little white pellet conceals a fragment of methylene blue. Then you send for the first course of treatment. The box contains some bread pills and another little white pellet. At the end of five days you take that and if your urine is red the next morning a great step has been made towards recovery and you sub-

(Continued on page 44)

## Will You Accept This Business Book if We Send it Free?

Sign and mail the coupon below. Send no money! Take no risk!

One hundred and twelve of the world's master business men have written ten books—2,193 pages—1,497 vital business secrets. In them is the best of all that they know about.

- |                     |  |
|---------------------|--|
| —Credits            | —Office Systems  |
| —Collections        | —Short-cuts and Methods for every line and department of business. |
| —Accounting         | —Position-Getting  |
| —Cost-Keeping       | —Position-Holding  |
| —Organization       | —Man-Handling  |
| —Retailing          | —Man-Training  |
| —Wholesaling        | —Business Generalship  |
| —Manufacturing      | —Competition Fighting  |
| —Salesmanship       | and hundreds and hundreds of other vital business subjects.        |
| —Advertising        |  |
| —Correspondence     |  |
| —Selling Plans      |  |
| —Handling Customers |  |

A 9,600-word booklet has been published describing, explaining, picturing the work. Pages 2 and 3 tell about managing businesses great and small; pages 4 and 5 deal with credits, collections and with rock-bottom purchasing; pages 6 and 7 with handling and training men; pages 8 to 12 with salesmanship, with advertising, with the marketing of goods through salesmen, dealers and by mail; pages 12 to 15 with the great problem of securing the highest market price for your services—no matter what your line; and the last page tells how you may get a complete set—bound in handsome half morocco, contents in colors—for less than your daily smoke or shave, almost as little as your daily newspaper.

Will you read the book if we send it free?  
Send no money. Simply sign the coupon

**The System Co., 151-153 Wabash Ave., Chicago**

If there are, in your books, any new ways to increase my business or my salary, I should like to know them. So send on your 16-page free descriptive booklet. I'll read it. (189-1118)

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Business \_\_\_\_\_  
Position \_\_\_\_\_

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1908 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1908 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1909 issue of the American Newspaper Directory. Circulation figures in the ROLL of HONOR of the last named character are marked with an (\*).

These are generally regarded as the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.



## ALABAMA

**Birmingham, Ledger**, dy. Average for 1907, 21,861. Best advertising medium in Alabama.

**Montgomery, Journal**, dy. Aver. 1907, 9,464. The afternoon home newspaper of its city.

## ARIZONA

**Phoenix, Republican**. Daily aver. 1907, 6,519. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## ARKANSAS

**Fort Smith, Times**. Daily aver. 1907, 4,188. Largest circulation in city of 35,000.

## CALIFORNIA

**Oakland, Enquirer**. (Consolidated Enquirer and Herald.) Average Aug., 1908, 49,608. Largest circulation in Oakland guaranteed.

**Sacramento, Union**, daily. The quality medium of interior California.

## COLORADO

**Denver, Post**, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Col. Cir. is daily, 83,069; Sunday, 81,232. This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## CONNECTICUT

**Bridgeport, Evening Post**, Sworn daily average Oct. 1908, 12,501 Bridgeport's "Want" Media.



**Bridgeport, Morning Telegram**, daily Average for Oct., 1908, sworn, 12,470 You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

**Meriden, Journal**, evening. Actual average or 1908, 7,680. Average for 1907, 7,743.

**Meriden, Morning Record and Republican**. Daily average 1908, 7,673; 1907, 7,769.

**New Haven, Evening Register**, daily. Annual sworn average for 1907, 15,720; Sunday, 12,104.

**New Haven, Leader**. 1907, 3,727. Only ev'g Republican paper. J. McKinney, Sp. Agt. N.Y.

**New Haven, Palladium**, dy. Aver. '06, 9,649; 1907, 9,570.

**New Haven, Union**. Av. 1907, 16,548; first six mos. 1908, 16,569 E. Katz, Special Agt., N. Y.

**New London, Day**, ev'g. Aver. 1906, 6,104; average for 1907, 6,547; 6 mos., 1908, 6,712.

**Norwalk, Evening Hour**. April circulation exceeds 3,500. Sworn statement furnished.

**Waterbury, Republican**. Average 1907, 6,335 morning; 4,400 Sunday. Feb. '08, Sun., 5,922.

## DISTRICT OF COLUMBIA

**Washington, Evening Star**, daily and Sunday. Daily average for 1907, 35,496 (C).

## FLORIDA

**Jacksonville, Metropolis**. Dy. av. Oct., 1908, 11,795 E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union**, morning. Average for October, 1908, 15,076; Sunday, 17,800.

**Tampa, Tribune**, morning. Average 1907, 12,516. Largest circulation in Florida.

## ILLINOIS

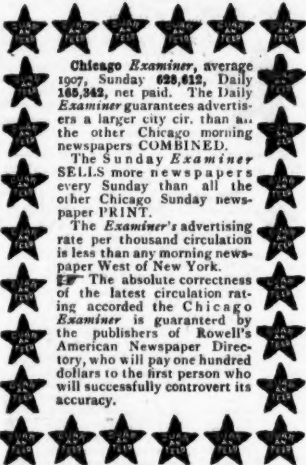
**Aurora, Daily Beacon**. Goes into homes. June, '08, 7,954; July, 8,895; August, 9,469.

**Champaign, News**. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

**Chicago, The American Journal of Clinical Medicine**, mo. (\$2.00), the open door to the American Doctor, and through him to the American Public. Av. circulation for past 3 years, 37,794

Chicago, *Breeder's Gazette*, weekly. \$2. Average for 1907, 74,755. 4 months 1908, 74,339.

Chicago, *Dental Review*, monthly. Actual average for 1906, 4,001; for 1907, 4,018.



**Chicago Examiner**, average 1907, Sunday 625,612, Daily 165,942, net paid. The Daily Examiner guarantees advertisers a larger city cir. than any other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspaper PRINT.

The Examiner's advertising rate per thousand circulation is less than any morning newspaper West of New York.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, *Journal Amer. Med. Ass'n.*, weekly. Av. for '07, 62,217; Jan., Feb., March, '08, 63,067.

Chicago, *National Harness Review*, monthly. 5,000 copies each issue of 1907.

Chicago, *Record-Herald*. Average 1907, daily 151,564; Sunday 216,464. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy

Chicago, The *Tribune* has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The *Tribune* is the only Chicago newspaper receiving (C.O.).

Galesburg, *Republican-Register*, Eve. Sept. av. 6,414. Only paper permitting exam. by A.A.A.

Joliet, *Herald*, evening and Sunday morning. Average for year ending April 30, 1907, 7,371.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1907, 16,322. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1907, 21,659.

Peoria, *Journal*, daily and Sunday. Daily average for 1907, 15,263.

#### INDIANA

Evansville, *Journal-News*. Av. 1907, 19,153. Sundays over 16 000. E. Katz, S. A., N. Y.

Lafayette, *Courier and Call*. 1907 av., 8,423. Only evening paper. Popular want ad medium.

Notre Dame, *The Ave Maria*, Catholic weekly. Actual net average for 1907, 26,112.

Princeton, *Clarion-News*, daily and weekly. Daily average 1907, 1,577; weekly, 2,641.

South Bend, *Tribune*. Sworn average nine months ending Sept. 30, 1908, 9,913.

#### IOWA

Burlington, *Hawk-Eye*, daily. Average 1907, 8,937. "All paid in advance."

Davenport, *Times*. Daily aver. Oct., 16,967. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, *Capital*, daily. Lafayette Young, Publisher. Circulation for 1907, 41,582. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, *Times-Journal*, morning and evening average, 1907, 11,349; Sunday, 13,806.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

#### KANSAS

Hutchinson, *News*. Daily 1907, 4,670; hrst 5 mos. 1908, 4,757. E. Katz, Special Agent, N. Y.

Lawrence, *World*, daily. Actual average for 1907, 4,217.

Pittsburg, *Headlight*, daily and weekly. Average 1907, daily 6,228; weekly 5,547.

#### KENTUCKY

Harrodsburg, *Democrat*. Look up its rating. Officially adjudged the model newspaper of Ky

Lexington, *Herald*, mg., dy., av. July, 8,030. Sunday, 9,390. Com. rates with *Eve. Gazette*.

Lexington, *Leader*, Av. '06, evening 5,157, Sun. 6,793; for '07, eve'g, 5,390, Sun. 7,103. E. Katz.

#### MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,294,438.

Augusta, *Kennebec Journal*, dy. Av. 1st 6 mos. 1908, 2,209. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1907, daily 10,018; weekly, 28,422.

Phillips, *Maine Woods and Woodsman*, weekly, J. W. Brackett Co. Average for 1907, 8,013.

Portland, *Evening Express*. Average for 1907, daily 13,514. Sunday *Telegram*, 8,865.

Waterville, *Sentinel*. 1907 average, 8,418 daily. The fastest growing paper in Maine.

#### MARYLAND

Baltimore, *American*. Daily average for 1907, 75,652; Sunday, 91,309. No return privilege.

Baltimore, *News*, daily. Evening News Publishing Company. Average 1907, 77,748. For October, 1908, 78,292.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## MASSACHUSETTS

**Boston, Evening Transcript** (©). Boston's tea table paper. Largest amount of week day ad.



**Boston, Globe.** Average 1907, daily. 181,344; Sunday, 308,308. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price.



**Boston, Traveler**, daily. Est. 1825. In Oct. 1908 over the same period last year *The Traveler* gained 688,026 copies in Metropolitan circulation. Total circulation over 85,000. Aggressive Evening Paper of Boston. *The Traveler* is growing faster and more securely than any other Boston Paper.



**Boston, Post**, Sept., 1908, daily average, 268,418; Sunday average, 234,407. The *Boston Post's* best July with both editions. *Post* carries more general advertising than any other Boston newspaper. "There's a reason."



**Human Life**, The Magazine About People. Guarantees and proves over 200,000 copies monthly.

**Clinton, Daily Item**, net average circulation for 1907, 3,012.

**Fall River, Evening News**. The Home Paper. Actual daily average 1907, 7,049.

**Fall River, Globe**. The clean home paper. Best paper. Largest circ. Actual daily av. 1907, 7,550.

**Gloucester, Daily Times**. Every afternoon and evening. Sworn daily av. circulation 1908, 7,342.

**Lawrence, Telegram**, evening, 1907 av. 8,939. Best paper and largest circulation in its field.

**Lynn, Evening Item**. Daily sworn av. year 1906, 15,068; 1907, average, 16,922. The Lynn family paper. Circulation unapproached in quantity and quality by any Lynn paper.

**Salem, Evening News**. Actual daily average for 1907, 18,261.

**Worcester, Gazette**, eve. Av. 1907, 14,682 dy. Largest eve. circ'n. Worcester's "Home" paper.

**Worcester, L'Opinion Publique**, daily (©). Paid average for 1907, 4,556.

**Worcester Magazine**, reaches the manufacturers and business men of the country and all Board of Trades. Average 1907, 5,000.

## MICHIGAN

**Jackson Patriot**, Average Oct., 1908, daily 8,420, Sunday 9,315. Greatest net circulation.

**Saginaw, Courier-Herald**, daily. Only Sunday paper; aver. for 1907, 14,749. Exam. by A.A.A.

**Saginaw, Evening News**, daily. Average for 1907, 20,937; October, 19,878.

## MINNESOTA

**Duluth, Evening Herald**. Daily average 1907 23,093. Largest by thousands.

**Minneapolis, Farm, Stock and Home**, semi-monthly. Actual average 1905, 87,187; average for 1906, 100,246; for 1907, 105,583.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.

**Minneapolis, Farmers' Tribune**, twice-a-week. W. J. Murphy, publisher. Aver. for 1907, 32,074.

**Minneapolis, Journal**, Daily and Sunday (©). In 1907 average daily circulation, evening only, 76,861. In 1907 average Sunday circulation, 72,578. Daily average circulation for Oct., 1908, evening only, 74,429. Average Sunday circulation for Oct., 1908, 71,180. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6 per year and terms changed from unlimited credit to strictly cash in advance.) The absolute accuracy of the *Journal's* circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field and to reach the great army of purchasers throughout the Northwest. The *Journal* brings results.

**Minneapolis, Svenska Amerikaniska Posten**. Swan J. Turnblad, publisher, 1907, 84,262.

**CIRCULATION** **Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The *Sunday Tribune* average per issue for the year ending December, 1907, was 76,603. The daily *Tribune* average per issue for the year ending December, 1907, was 101,165.

**St. Paul, Pioneer Press**. Net average circulation for 1907. Daily, 35,716; Sunday, 35,466.

The absolute accuracy of the *Pioneer Press* circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent. of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

## MISSOURI

**Joplin, Globe**, daily. Average, 1907, 17,030. E. Katz, Special Agent, N. Y.

**St. Joseph, New-Press**. Circulation, 1907, 37,388. Smith & Budd, Eastern Reps.

**St. Louis, National Druggist**, Mo. Henry R. Strong, Editor and Publisher. Aver. for 1907, 10,570 (©). Eastern office, 59 Maiden Lane.

**St. Louis, National Farmer and Stock Grower**, Mo. Actual average for 1907, 104,066.

## NEBRASKA

**Lincoln, Deutsch-American Farmer**, weekly. 143,246 for year ending Oct. 30, 1907.

**Lincoln, Freis Press**, weekly. Average year ending Sept. 25, 1907, 143,989.

**NEW HAMPSHIRE**

**Nashua, Telegraph.** The only daily in city. Average for 1907, **4,371**.

**NEW JERSEY**

**Asbury Park, Press.** 1907, **8,076**. Gained average of one subscriber a day for ten years.

**Camden, Daily Courier.** Actual average for year ending December 31, 1907, **9,001**.

**Jersey City, Evening Journal.** Average for 1907, **24,330**. First six months 1908, **24,378**.

**Newark, Eve. News.** Net daily av. for 1906, **63,022** copies; for 1907, **67,196**; Jan. **69,289**.

**Trenton, Evening Times.** Av. 1906, **16,327**. Av. 1907, **20,270**; last quarter yr. '07, av. **20,409**.

**NEW YORK**

**Albany, Evening Journal.** Daily average for 1907, **16,396**. It's the leading paper.



**Brooklyn, N. Y. Printers' Ink** says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1907, **82,697**.

**Buffalo, Courier, morn.** Av. 1907; Sunday, **91,447**; daily, **61,604**; *Enquirer*, evening, **36,570**.

**Buffalo, Evening News.** Daily average 1905, **94,690**; for 1906, **94,473**; 1907, **94,943**.

**Mount Vernon, Argus, eve.** Daily av. cir. 6 mos. ending Sept. 30, 1908, **4,478**. Only daily here.



**Newburgh, Daily News, evening.** Average circulation first quarter 1908, **8,688**. Circulates throughout Hudson Valley. Examined and certified by A. A. A.

**NEW YORK CITY**

**Army and Navy Journal.** Est. 1863. Weekly average, 6 mos. to June 27, '08, **10,169**.

**Baker's Review, monthly.** W. R. Gregory Co., publishers. Actual average for 1907, **6,784**.

**Bensaiger's Magazine,** Circulation for 1907, **64,416**; 50c. per page line.

**Clipper, weekly** (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1907, **26,641** (©).

**El Comercio, mo.** Spanish export. J. Shepard Clark Co. Average for 1907, **8,833**—sworn.

**Leslies Weekly, 225 Fifth Ave.,** W. L. Miller, Adv. Mgr. **120,000** guaranteed.

**The People's Home Journal.** **664,416**, mo. Good Literature, **458,666** mo., average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1438 Marquette Bldg., Chicago.

**The Tea and Coffee Trade Journal.** Average circulation for year ending October, 1908, **10,391** October, 1908, issue, **10,800**.

**The World.** Actual aver. for 1907, Mor., **345,454**. Evening, **406,172**. Sunday, **463,336**.

**Poughkeepsie, Star, evening.** Daily average for first six months 1908, **4,466**; June, **4,591**.

**Schenectady, Gazette, daily.** A. N. Liecty. Actual Average 1906, **15,309**; for 1907, **17,162**.

**Syracuse, Evening Herald, daily.** Herald Co., pub. Aver. 1907, daily **38,809**; Sunday, **41,130**.



**Troy, Record.** Average circulation 1907, **20,163**. Only paper in city which has permitted A. A. A. examination, and made public the report.

**Utica, National Electrical Contractor, mc** Average for 1907, **2,942**.

**Utica, Press, daily.** Otto A Meyer, publisher. Average for year ending July 31, 1908, **10,067**.

**OHIO**

**Akron, Times, daily.** Actual average for year 1906, **8,977**; 1907, **9,661**.

**Ashabula, Amerikan Sanomat** Finnish. Actual average for 1907, **11,120**.

**Cleveland, Plain Dealer.** Est. 1841. Act. daily and Sunday average 1907, **74,911**; Sunday, **88,373**, Oct., 1908, **81,195** daily; Sunday, **94,546**.

**Columbus, Midland Druggist,** a journal of quality for advertisers to druggists of the Central States.

**Dayton, Journal.** 1907, actual average, **21,217**.

**Springfield, Farm and Fireside,** over ¼ century leading Nat. agricult'l paper. '07, **447,249**.

**Springfield, Poultry Success,** monthly av. 1907, **33,280**. 2d largest publ. shed. Pays advertisers.

**Youngstown, Vindicator.** D'y av., '07, **14,768**; Sy., **10,017**; LaCoste & Maxwell, N. Y. & Chicago.

**OKLAHOMA**

**Muskogee, Times-Democrat.** Average 1906, **5,814**; for 1907, **6,689**. E. Katz, Agent, N. Y.

**Oklahoma City, The Oklahoman.** 1907 aver., **20,152**; Oct., '08, **29,241**. E. Katz, Agent, N. Y.

**OREGON**



**Portland, Journal,** has larger circulation in Portland and in Oregon than any other daily paper. *Portland Journal*, daily average 1907, **28,906**; for Oct., 1908, **30,637**. Vreeland-Benjamin, Representatives, New York and Chicago.



**Portland, The Oregonian, (©©).** For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. Oct. NET PAID circulation, daily, **35,111**, Sunday average, **44,028**.

**PENNSYLVANIA**

**Chester, Times, ev'g d'y.** Average 1907, **7,640**. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

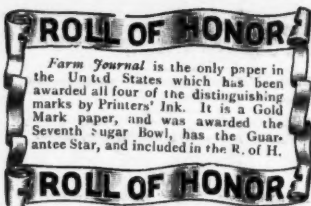
**Erie, Times, daily.** Aver. for 1907, **18,511**; Oct., 1908, **18,768**. E. Katz, Special Agt., N. Y.


**Harrisburg, Telegraph.** Sworn av. Aug., 1908, **15,270**. Largest paid cir. in Harrisbg or no pay.


**Philadelphia, The Bulletin,** net paid average for September, **226,140** copies a day. "The Bulletin" every evening goes into nearly every Philadelphia home."

**Philadelphia, The Camera,** is the only best photographic monthly. It brings results. Average for 1907, **6,800**.

**Philadelphia, Confectioners' Journal, mo.** Average 1906, **5,514**; 1907, **5,514** (©©).



 **Philadelphia.** The *Press* is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1907, 102,993; the Sunday *Press*, 124,006.

 **West Chester.** Local *News*, daily, W. H. Hodgson: Aver. for 1907, 18,687. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**York, Dispatch and Daily.** Average for 1907, 18,124.

#### RHODE ISLAND


**Pawtucket, Evening Times.** Average circulation, 1907, 17,903—sworn.

 **Providence, Daily Journal.** 18,872 (©). Sunday, 20,169 (©). *Evening Bulletin*, 27,061 average 1907. *Bulletin* average for 1st 6 mos. 1908, 48,881 daily.

**Westerly, Daily Sun.** Aver. cir. for August, 4,923 (sworn). Largest in south of Providence.


#### SOUTH CAROLINA


**Charleston, Evening Post.** Actual daily average 6 mos., 1908, 4,685; June, 5,184.

 **Columbia, State.** Actual average for 1907, daily (©) 13,052 Sunday, (©) 13,587. Semi-weekly, 2,997. Actual average for first six months of 1908, daily (©) 13,314; Sunday (©) 14,116.

**Spartanburg, Herald.** Actual daily average circulation for first six months of 1908, 3,389.

#### TENNESSEE

 **Chattanooga, News.** Average for 1907, 14,455. Only Chattanooga paper permitting examination circulation by A. A. A. Carries more advertising in 6 days than morning paper 7 days. Greatest Want ad medium. Guarantees largest circulation or no pay.

 **Knoxville, Journal and Tribune.** Week-day av. year ending Dec. 31, 1907, 14,694. Week-day av. January and February, 1908, in excess of 15,000.

**Memphis, Commercial Appeal,** daily, Sunday; weekly, 1907, average: Daily, 42,066; Sunday, 61,773; weekly, 56,078. Smith & Budd, Representatives, New York and Chicago.

**Nashville, Banner,** daily. Average for year 1906, 31,406; for 1907, 26,206.

#### TEXAS

**El Paso, Herald,** Jan. av. 9,003. More than both other El Paso dailies. Verified by A. A. A.

#### VERMONT

**Barre, Times,** daily. F. E. Langley. Av. 1905, 3,327; 1906, 4,113; 1907, 4,535. Exam. by A. A. A.

**Burlington, Free Press.** Daily average for 1907, 3,415. Largest city and State circulation. Examined by Association of Amer. Advertisers.

**Montpelier, Argus,** dy., av. 1907, 3,126. Only Montpelier paper examined by the A. A. A.


**Rutland, Herald.** Average, 1907, 4,391. Only Rutland paper examined by A. A. A.

**St. Albans, Messenger,** daily. Average for 1907, 3,332. Examined by A. A. A.

#### VIRGINIA

**Danville, The Bee.** Av. 1907, 3,711; Oct., 1908, 3,072. Largest circulation. Only evening paper.

#### WASHINGTON

 **Seattle, Post-Intelligencer** (©). Av. for Feb., 1908, net—Sunday, 39,646; Daily, 33,063; Weekday, 30,374. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

**Tacoma, Ledger.** Average 1907, daily, 17,482. Sunday, 25,002.

**Tacoma, News.** Average 1907, 18,525; Saturday, 17,610.


#### WISCONSIN

##### \$58,000 Cash in September

One industry at Janesville, Wisconsin paid out to the growers of produce \$58,000 during September. This money goes directly into the field of the Janesville (Wis.) Gazette and is but a small part of the immense cash resource which makes this field attractive to the advertiser. There are 35,000 of the population of Southern Wisconsin touched by the Janesville Gazette. A. W. Allen, 1502 Tribune Building, Chicago, Ill. M. C. Watson, 34 West 33d St., New York City

**Madison, State Journal,** daily. Actual average for 1907, 5,086.

**Milwaukee, Evening Wisconsin,** daily. Average 1907, 28,082 (©). Carries largest amount of advertising of any paper in Milwaukee.

 **Milwaukee, The Journal,** eve., ind. daily. Daily average for 12 months, 65,318; for Oct., 1908, 87,832; daily gain over Oct. 1907, 5,382. 50% of Milwaukee homes at 7 cents per line.

**Oshkosh, Northwestern,** daily. Average for 1907, 5,480. Examined by A. A. A.

**Racine, Journal,** daily. Average for the last six months, 1907, 4,374.





## THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877.  
Actual weekly average for year ended Dec. 30, 1907, 56,317.  
Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. Temple Ct. W. C. Richardson, Mgr.

### WYOMING

Cheyenne, Tribune. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,420.

### BRITISH COLUMBIA

Vancouver, Province, daily. Av. for 1907, 13,846; Sept., 1907, 16,720; Sept., 1908, 16,408. H. DuClerque, U. S. Repr., Chicago and New York.

### MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1907, daily, 36,832; daily Oct., 1908, 41,061; weekly aver. for month of Oct., 27,460.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1907, 16,546. Rates 56c. in.

Winnipeg, Telegram, Average daily, Aug., 1908, 26,008. Weekly aver., 28,000. Flat rate.

### QUEBEC, CAN.

Montreal, La Presse. Actual average, 1907, daily 108,828, weekly 60,191.



Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the Daily Star for 1907, 62,837 copies daily; the Weekly Star, 129,358 copies each issue.

## The Want-Ad Mediums

A Large Volume of Want Business Is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

### COLORADO

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

### DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington. D. C. (☉), carries double the number of Want Ads of any other paper. Rate 1c. a word.

### ILLINOIS

THE Chicago Examiner with its 660,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

THE Daily News is Chicago's Want Ad Directory.

THE Tribune publishes more Classified Advertising than any other Chicago newspaper.

### INDIANA

THE Indianapolis News, the best medium in the Middle West for Mail-order Classified Advertising carries more of it than all the other Indianapolis papers combined, its total in 1907 being 289,807 ads (an average of 919 a day)—23,331 more than all the other local papers had. The News' classified rate is one cent a word, and its daily paid circulation over 75,000.

### THE INDIANAPOLIS STAR

Publishes more classified advertising than any other paper in Indiana.

During the first six months of 1908 The Star carried 223.30 columns more paid WANT advertising than was claimed by its nearest competitor.

Rate, Six Cents Per Line.

### MAINE

THE Evening Express carries more Want Ads than all other Portland dailies combined.

### MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

### MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1907, printed a total of 446,736 paid Want Ads. There was a gain of 1,979 over the year 1906, and was 230,163 more than any other Boston paper carried for the year 1907.



## MINNESOTA



THE *Minneapolis Journal*, daily and Sunday, carries more Classified Advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in Oct. 177,030 lines. Individual advertisements, 25,000. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash accompanies order the rate is 1 cent a word. No ad taken less than 20 cents.



THE *Minneapolis Tribune* is the recognized Want Ad Medium of Minneapolis.

**CIRCULATION** THE *Minneapolis Tribune* is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening by Am. News-issues. Rate, 10 cents per line. paper Di'tory Daily or Sunday.

THE *St. Paul Dispatch*, St. Paul, Minn., covers its held. Average for 1907, 68,671.

## MISSOURI

THE *Joplin Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## MONTANA

THE *Anaconda Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1907, 11,087 daily; 15,090 Sunday.

## NEW JERSEY

THE *Jersey City Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE *Newark, N. J. Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

## NEW YORK

THE *Albany Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE *Buffalo Evening News* with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

**PRINTERS' INK**, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

## OHIO

IN a list of 100 reproduced classified advertising mediums, only two produced results at a lower cost than the *Cincinnati Enquirer*. A word to the wise is sufficient. You want results.

THE *Youngstown Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

## OKLAHOMA

THE *Oklahoman*, Okla. City, 29,241. Publishes more Wants than any 7 Okla. competitors.

## PENNSYLVANIA

THE *Chester, Pa., Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

THE *Salt Lake Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

## CANADA

THE *Daily Telegraph*, St. John, N. B., is the Want Ad Medium of the maritime provinces. Largest circulation and most up to date paper of Eastern Canada. Wants ads one cent a word. Minimum charge 25 cents.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

THE *Montreal Daily Star* carries more Want Advertisements than all other Montreal dailies combined. The *Family Herald* and *Weekly Star* carries more Want Advertisements than any other weekly paper in Canada.

## (GOLD MARK) Gold Mark Papers (GOLD MARK)

Out of a grand total of 22,502 publications listed in the 1908 issue of Rowell's American Newspaper Directory, one hundred and twenty-one are distinguished from all the others by the so-called gold marks (GOLD MARK).

## ALABAMA

The *Mobile Register* (GOLD MARK). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1907, 35,486 (GOLD MARK).

## GEORGIA

*Atlanta Constitution* (GOLD MARK). Now, as always, the Quality Medium of Georgia.

*Savannah Morning News*, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

## ILLINOIS

*Bakers' Helper* (GOLD MARK), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

*The Island Printer*, Chicago (GOLD MARK). Actual average circulation for 1905, 15,866.

*Tribune* (GOLD MARK). Only paper in Chicago receiving this mark, because *Tribune* ads bring satisfactory results.

**KENTUCKY**

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

**MAINE**

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (☉☉); 7.44% increase daily over last year.

**MASSACHUSETTS**

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Commercial Bulletin* (☉☉). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1869. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (☉☉), established 1890. The only gold mark daily in Boston.

Springfield (Mass.) *Republican* (☉☉). Ranks with the country's half-dozen leaders.

Worcester *L'Opinion Publique* (☉☉), is the only Gold Mark French daily in the U. S.

**MINNESOTA**

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

**THE NORTHWESTERN MILLER**

(☉☉) Minneapolis, Minn. \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

**NEW YORK**

*Army and Navy Journal*, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

*Century Magazine* (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (☉☉), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

*Electrical World* (☉☉). Established 1874. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly cir. during 1907 was 18,294. MCGRAW PUBLISHING CO.

*Engineering News* (☉☉). The leading engineering paper of the world; established 1874. Reaches the man who buys or has the authority to specify. Over 16,000 weekly.

*The Engineering Record* (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

*New York Herald* (☉☉). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

*The Evening Post* (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

*Scientific American* (☉☉) has the largest circulation of any technical paper in the world.

*New York Times* (☉☉). One of three morning papers with a daily N. Y. C. sale of over 100,000.

*New York Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

*Vogue* (☉☉) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

**OHIO**

Cincinnati *Enquirer* (☉☉). In 1907 the local advertising was 33½% more than in 1906. The local advertisers know where to spend their money. The only Gold Mark paper in Cincinnati.

**OREGON**

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

**PENNSYLVANIA**

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily *Press*, for 1907, 102,993; The Sunday *Press*, 124,000.

**THE PITTSBURG  
(☉☉) DISPATCH (☉☉)**

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

**RHODE ISLAND**

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

**SOUTH CAROLINA**

The *State* (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

**VIRGINIA**

The Norfolk *Landmark* (☉☉) is the home paper of Norfolk, Va. That speaks volumes.

**WASHINGTON**

The *Post Intelligencer* (☉☉). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

**WISCONSIN**

The Milwaukee *Evening Wisconsin* (☉☉), the only gold mark daily in Wisconsin.

**CANADA**

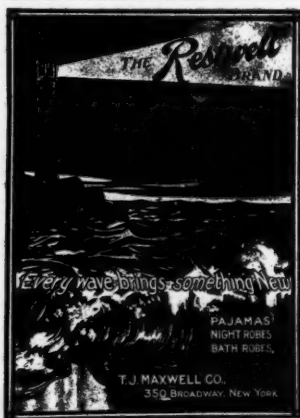
The Halifax *Herald* (☉☉) and the *Evening Mail*. Circulation 16,558. flat rate.

The *Globe, Toronto* (☉☉), carries good clean advertisements into good clean homes.

# COMMERCIAL ART CRITICISM

By GEORGE ETHRIDGE, 41 Union Square, N. Y.  
Readers of Printers' Ink Will Receive Free of Charge Criticism of Commercial Art Matter Sent to Mr. Ethridge

The mission of the lighthouse is to warn the mariner of the presence of dangerous rocks and reefs



NO. 1

that are waiting to sink his good ship with all on board.

Such being the case, it might reasonably be inferred from this T. J. Maxwell Co. trade paper ad that the Restwell brand is a source of danger which the business mariner would do well to steer clear of.

Even if the message flashed from the lighthouse is one of good cheer and re-assurance, this is certainly a rather poor way in which to flash it upon the sea of business.

The Restwell brand consists of pajamas, night robes, etc., and it seems as if it might be better advertised by an illustration like No. 2 than by a picture of a dark and stormy night on an angry ocean.

\* \* \*

Here is a beer advertisement which deserves consideration. The gentleman in the picture is the proud possessor of a thirst of

magnitude. A simple glass or bottle of beer will not make even an impression on it. He has ordered



NO. 2

three bottles and his attitude suggests that he intends to drink every one of them with all possible promptness and dispatch and may be order a few more.

## The Very Last Drop



of Wainhead Portland Beer is precious to the thirsty man, for he knows a good thing and is not going to let any go to waste. Why it's good is easily explained. Good malt and hops, good, intelligent brewing, good and skilful care while it's ripen, hot and good, clean, satisfactory bottling. In plain words it is good, honest beer.

Guaranteed under the Pure Food and Drug Act.

All connoisseurs drink Wainhead Portland Beer. It is the delicious brew served

at Blumhardt, Café, Café Francien, The Levee, Tullie, and other leading cafes. Be wise—drink it at home.

California Bottling Company

Bottling Agents.

1205 Harrison Street

Phone Market 377.

San Francisco.

If the beer advertised is so good that the drinker is impelled to consume it in such quantities this ad-

vertisement ought to make a strong appeal to the trade—perhaps it will not strike the consumer quite so favorably, as the quantity consumed would make it a very expensive beverage in the end.

\* \* \*

There may be people old enough to remember when the Oriental Cream advertisement shown herewith first saw the light—but it is doubtful. So far as the generations now in active life are aware, this advertisement has not been changed in text or illustration since advertising was invented.

The lady who illustrates this copy belongs to an age which seems as remote as that of our Mother Eve herself and it is hard to understand how she can sell goods at her age.

If an advertisement can produce satisfactory results year after year,

record opposed to the fact that the most readable type is black type on white background. Clever though the scheme and arrangement may be, and unusual the idea involved, the question of leg-

A Skin of Beauty is a Joy Forever.  
DR. T. FELIX GOURAUD'S

## ORIENTAL CREAM

or Magical Beautifier

MURIFIES as well as Beautifies the skin. No other Cosmetic will do it.



Removes Tan, Pimples, Freckles, Moth Patches, Rash and Skin Diseases and every blemish on beauty, and defies detection. It has stood the test of 40 years; no other has, and is so harmless we taste it to be sure it is properly made. Accept no counterfeit of similar name. The distinguished Dr. L. A. Sayre said to a lady of the haut-ton (a patient): "As you ladies will use them, I recommend 'Gouraud's Cream' as the least harmful of all the skin preparations."

For sale by all druggists and fancy goods dealers.

**Gouraud's Oriental Toilet Powder**  
For infants and adults. Exquisitely perfumed. Relieves skin troubles, cures Sunburn and renders an excellent complexion. Price 25c. by mail.

**Gouraud's Poudre Subtile**  
Removes Superfluous Hair. Price \$1 by mail.

FERD T. HOPKINS, Prop'r, 27 Great Jones St. New York City.

time without end, without a change in copy or illustration, advertising must be a more powerful business force than most people believe it to be.

\* \* \*

It is evident that Pilling & Madeley, Inc., have little regard for that period in life when eyesight fails and reading becomes a matter of systematic attention. There is absolutely no case on



The way to be sure of socks to be sure of the maker. . . . More than forty years' reputation is back of every pair of Pilling & Madeley Socks. Dealers all over the country know us, and know they can always depend on Pilling & Madeley quality.

Pilling & Madeley socks hold their color, look right, fit well, and last long. They are made of yarns from the best spinners, knit in our own mills; dyed with our own fast stainless colors, carefully matched, and perfectly paired.

This knowledge makes dealers absolutely sure of us; sure that every pair of socks that leaves our mills, is right; and sure that their customers will be satisfied.

Ask your dealer about us. Ask him for Pilling & Madeley Socks—the socks you can be sure of.

12½c a pair and up.

Your money back, of course, if not satisfied.

Look for "Pilling & Madeley" on the foot of every pair. If your dealer can't supply you write us his name and we will see that you get them. Write, anyway, for illustrated booklet, "The Sock for Service."

Pilling & Madeley, Inc.

Established 1874 Philadelphia



ability arises first and foremost. For sharp, shrewd eyesight, the advertisement used in half-page magazine might pass muster.

# DR. WILEY PLEADS FOR HONEST ADVERTISING.

(Continued from page 33)

scribe for a second course of treatment and so on.

Why should a physician in New York be compelled to go through college, study his profession for four years, graduate in medicine and then pass an examination before a medical board before he is allowed to practice, while a quack in Jersey City, without any training, without any medical knowledge, and with no degree and no examination is permitted to practice medicine through the newspapers without let or hindrance? This is an unfair competition—unjust to the medical profession, an affront to morality and an injury and fraud to the poor patient.

When the Food and Drugs Act is in full action these abuses will pass away. They would disappear at once if the newspapers would protect the readers by refusing to be a party to this crime. I read the advertisements which serve as mural decorations for the cars and the subway and elevated stations and add artistic beauty to the landscapes along the railways.

I see brain food figures largely in the lists, among other valuable things which we read. Now, there is no food which will nourish a brain any more than it will your great toe. And the beverages which add, or should add, so much zest to the little dietetic sins of drinking. What modern Munchausen depicts their merits! Look at this bottle (taking up a bottle of alleged whisky from the table). Have you ever noticed that diminutive word "blend" modestly recumbent under the belly of this big horse? That word "blend," like charity, has covered a multitude of sins.

But why should a law which requires correct labeling apply only to foods and drugs? There is already a bill before Congress—the Pure Paint Bill—to prevent interstate commerce in adulterated and misbranded paints. A similar bill relating to fertilizers is soon to be presented to Congress, and why stop here? Why not strike out the words "foods and drugs" in the law and insert "merchandise?" Why should a shopkeeper advertise "marked down from two dollars and fifty cents to fifty cents" an article that was never sold for more than forty cents and was never worth more than thirty? Why should my wife go into a shop and buy a silk gown and get one made of nitrated cotton? Why not have a law similar to the English Merchandise Marks Act, and thus extend the principles of common honesty to all forms of trade?

When the Food and Drug Law is in full action the rest will be easy. It has already brought out some terrible examples lately; in a great city 500 bottles of a beverage were condemned by a court and broken and their contents allowed to run in the gutter, and the fragments of glass thrown on the scrap pile. Yet, although many reporters were present when this interesting performance took place, not one word was said about it in the city

newspapers. They carry the advertisements of the destroyed article. Is it possible that there is any daily paper worthy of the name which would restrict its news because of the character of the advertisements it carries? If so what hope have we of the republic?

I appeal to you, gentlemen, who write advertisements, to join me in this crusade. Bill Nye represented the late Joseph Cooke as holding in his hand an oil can with a nozzle many billions of miles long and stepping from star to star, oiling the universe.

I don't want to bother with the stars. I just want to see when my work is done a little greater purity in foods and drugs and more honesty in trade. And in this great work I bespeak your helpful collaboration.

L. S. Dow, sales manager of H. J. Heinz's "57 Varieties," who spoke next, was even more radical than Dr. Wiley in some of his views.

He directed much of his address to the condemnation of those packers who use benzoate of soda in putting up catsups, fruits and vegetables.

Chemists, and experts in the preserving business, he declared, have established the fact that artificial preservatives are not necessary in canning fresh fruit and vegetables. This being true, why do some packers employ benzoate of soda? Because they put up rotten fruit and decayed vegetables, because their methods are not cleanly, and their factories are unsanitary.

Their goods come into direct competition with fresh fruits and vegetables put up without preservatives, and there are lots of judges who don't know the difference.

Benzoate of soda is a poison and should not be put into articles of food for human consumption. On most of the packages, the contents of which contain fruits or vegetables preserved with this substance, the statement is made that each contains one-tenth of one per cent. of benzoate of soda. And chemists agree that that amount is insufficient to accomplish the purpose for which it is employed. The public is therefore not only deceived as to the quantity of the poison used in these preparations, but is injured physically by taking them into the stomach. The above is a summary of Mr. Dow's remarks.



## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than 60 cents.

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is the only one which cleanses the stencil immediately after the imprint is made—the vital point in stencil addressing. Used by **PRINTERS' INK**, **BUTTERICK PUBLISHING CO.**, **McCLURE'S MAGAZINE**, **CURRIER PUB. CO.** and a majority of the large publishers throughout the country. ADDRESSING DONE AT LOW RATES. MACHINES FOR SALE.  
**Wallace & Company, 29 Murray St., New York**

### ADVERTISING AGENCIES

**D. A. O'GORMAN AGENCY**, 1 Madison Ave., N. Y. Medical Journal Advg. exclusively.

**KLINE ADV. AGENCY**, **ELLICOTT SQ.**, **BUFFALO**, N. Y. Mail-order campaigns.

**ALBERT FRANK & CO.**, 25 Broad St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

**MANUFACTURERS' Advertising Bureau**, 237 Broadway (opp. P. O.), New York. Ads in the Trade Journals our specialty. Benj. K. Western, Proprietor. Established 1877. Booklet.

**THE BOLTON ADVERTISING BUREAU**, 66 John K. Street, Detroit, Mich., makes a specialty of Manufacturer's needs. Furnishes photo copies, engraved cuts and written copy, that sells the goods. Send catalogues and get estimates.

### ADVERTISING MEDIA

**THE Ladies' Home Journal**, is the greatest advertising medium in the world.

### The Bank Advertiser

reaches only bankers. National circulation.  
**C. E. AURACHER**, Publisher, Lisbon, Iowa.

**THE Troy (Ohio) Record** prints to exceed 1,200 copies each issue, all going to bona fide subscribers paying from \$3 (country) to \$5.20 (town) a year. This in face of outside \$1 to \$1.50 a year dailies shows that the *Record's* clientele prefer it to any other and proves its value to advertisers. Minimum rate 4c.; plates, n. r. m., with-out extra charge.

### ADVERTISEMENTS

ADS

IF interested in strong, space saving ads send for our Just Out Proof Sheet

**CHICAGO Ad-Setting COMPANY**,  
324 Dearborn St.,  
CHICAGO, ILL.

Artistically  
ARRANGED
Definitely  
DISPLAYED
SPACE  
SAVING

### BANK ADVERTISEMENTS



Our book of 73 illustrated bank ads, also special bank booklet, sent free to banks. (Specialists in Bank Advertising.)  
**HARDING ADV. CO.**,  
653 Broad St.,  
Newark, N. J.

### BOOKS

**"THE GINGER BUG"** gingers up the selling force. Get one for every salesman. A little book of live talk by Frank Farrington. Sample 10 cents post paid. **MERCHANTS' HELPS PUB. CO.**, Delhi, N. Y.

### CATCH PHRASE

**Ten Dollars**  
 for a catch phrase for  
 my name and business  
 like "It Floats,"  
 "Hammer the Hammer," etc.

**JULES DOUX**  
**FRENCH DYER-CLEANER**  
 UTICA, N. Y.

### COIN CARDS

**\$3 PER 1,000.** Less for more; any printing,  
**The COIN WRAPPER CO.**, Detroit, Mich.

### COLLECTIONS

#### CASH FOR OLD ACCOUNTS

comes easily and directly to you if you use **ARCHBOLD'S COLLECTION SYSTEM.**

**Special** outfit for making twenty-five collections **\$1.00** with complete instructions to collect quickly and at a cost of only two cents for each collection. Money back if not satisfied. **ARCHBOLD CO.**, 8918 Meridian Ave., Cleveland, Ohio.

## ELECTROTYPES

### Get Our Prices On Electros

We'll give you better plates, quicker service and save you expressage. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

**RAPID** ELECTROTYPE COMPANY, Advertisers' Block, Cincinnati, O.

## FOR SALE

**FOR SALE**—Goss Perfecting Press in good condition, together with complete stereotyping outfit. Prints 10,000 four-page papers per hour, ready for mailing. Price \$1,000 F. O. B. South Omaha. It cost \$7,500. Write for further particulars. **DAILY DROVERS JOURNAL-STOCKMAN**, South Omaha, Neb.

## HALF-TONES

**HALF-TONES** for the newspaper or catalogue. Line Cuts. Designs. Electrotypes. **THE STANDARD ENGRAVING CO.**, 860 7th Avenue, Times Square.

**NEWSPAPER HALF-TONES.** 2x3, 75c; 3x4, \$1; 4x5, \$1.50. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

## LETTER HEADS

**500** Each Letter Heads, Envelopes, Business Cards, Bill Heads, Statements, and Memo Blanks, fine quality bond paper \$8.85; 1000 each \$12.90. 500 each, good quality, \$7.90; 1000 each \$11.65. Artistically printed in any one color. Beautiful panoramic Photo-Gelatine art nature print, handsomely mounted, free with every cash order. **BARTON & SPOONER CO.**, Cornwall-on-Hudson, N.Y.

## MACHINERY

**PRINTERS' MACHINERY** at Exceptional Bargain Prices and upon liberal terms. Cylinder presses, job presses, power and lever paper cutters, miscellaneous machinery, etc. Let us know your needs. **CONNER, FENDLER & CO.**, New York City.

## Second-Hand Presses and Printing Machinery

We have on hand a large stock of second-hand Printing Presses and other printing machinery which we are selling at bargain prices to reduce the stock

Write us for an Estimate on  
Anything Required

**American Type Founders Co.**

203 and 205  
Monroe Street CHICAGO, ILL.

## MAGAZINES

**"DOLLARS AND SENSE"** (Col. Hunter's Great Book) free with **ADVERTISERS' MAGAZINE** one year at 50 cents. Indispensable to business men who advertise. Best "Ad-School" in existence. Sample magazine free. **ADVERTISERS' MAGAZINE**, 737 Commerce Building, Kansas City Mo.

## NAMES FOR SALE

**ADDRESSES** of 5,000 BANKERS, BANK DIRECTORS and BANK CLERKS. Latest revised list. For information and prices address, "MANAGER," Lock Box 729, Pittsburgh, Pa.

## PAPER

**BASSETT & SUTPHIN**, 54-60 Lafayette Street, New York City. Coated papers a specialty. Diamond B Perfect White. Write for high-grade catalogues.

## PATENTS

## PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washington, D. C. Established 1869.

## PUBLISHING BUSINESS OPPORTUNITIES

### Fine Fiction Magazine

Opportunity to acquire substantial interest for practical man who can invest from \$15,000 to \$25,000. Circulation about 100,000. Now paying 10%.

**HARRIS-DIBBLE COMPANY**  
Brokers in Publishing Property  
253 Broadway, New York

## PREMIUMS

### PREMIUMS

To publishers, merchants and others who use premiums. We have something you ought to know about. We will prove this if you send postal card inquiry. Address **BOX 3164**, Boston, Mass.

## PRESS CLIPPING

**ROMEIKE'S PRESS CLIPPING BUREAU**, 110-112 West 26th Street, New York City. sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

## PRINTING

**PHOTO-GELATINE** printing for the art and advertising trades, effective and lasting. **Barton & Spooner Co.**, Cornwall-on-Hudson, N.Y.

**YOU** share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS**, drawer 98, Cuba, N. Y.

## SUPPLIES

**BERNARD'S Cold Water Paste** is being used on all advertising wagons traveling throughout the U. S. advertising Kendall's Spavin Cure. 50-pound box costs \$3.00, makes two barrels paste. **BERNARD'S PASTE DEPT.**, 71 Dearborn Street, Chicago.

WANTS

**SHOE FACTORY** wants man to solicit mail orders. **WRIGHT**, Berlin, Wis.

**AGENTS** wanted to sell ad novelties; 25% com. 3 samples, 10c. **J. C. KENYON**, Owego, N. Y.

**EDITOR** (Author)—High class, versatile, wants position, moderate salary, city or country. Address "R," Printers' Ink.

**THE** circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

**WANTED**—Position as business or advertising manager (or two combined), by married man, 48, strictly temperate; 20 years' experience 3 daily papers, city 50,000. Highest references. **WALTER D. WHITNEY**, Binghamton, N. Y.

**ADVERTISING** Manager past 4 years leading daily newspaper, city 50,000, desires change. American 34, married, 12 years ad-writer, solicitor. Result producer; good appearance and address. A-1 references. "ENERGETIC," care Printers' Ink.

**DETROIT** manufacturer needs capable assistant in advertising department who can handle printing orders, write good copy, work on one organ, etc. Must understand good printing. State age, experience and salary wanted. "OPPORTUNITY," care Printers' Ink.

**TWELVE OFFICES** covering entire newspaper and magazine field. Openings in all parts of the world. Advertising, Publishing, Sales, Office and Technical. Write for information. **HAPGOODS**, 306 Broadway, New York, or 1010 Hartford Building, Chicago.

**A YOUNG MAN** possessing all-around class paper experience, including editorial, advertising, circulation and business correspondence departments, desires position where energy, industry and honesty are appreciated. "N. C.," Printers' Ink.

**POSITIONS NOW OPEN**—Adv. mgr., department store experience, Northwest, \$50; adv. agency man, Mass., \$30-\$35; adv. mgr., Ill., \$30; bus. mgr., N. J.; cir. mgr., N. Y., \$20; editors, Pa., N. Y., O., La., \$20 to \$30; also good openings for linotype operators and reporters. Booklet sent free. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

**POSITION WANTED** as classified advertising manager. Now employed in this capacity on the greatest daily in the northwest. Thoroughly familiar with every detail of advertising. Want to take hold in a field offering greater opportunities. Hard worker and know how to get results. A No. 1 references. Address "S. E. A.," care Printers' Ink.

"LETTERINE"

We want every dealer or clerk who makes window cards or price tickets to try "Letterine." **SPECIAL OFFER**.—Send us six cents in stamps and we will send you a large sample bottle free. "Letterine" dries jet black and beautiful gloss. Made also in colors. **THADDEUS DAVIDS CO.**, 95-97 Vandam St., New York. Established 1825.

**YOUNG MEN AND WOMEN** of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply. **GEORGE H. POWELL**, Advertising and Business Expert, 768 Metropolitan Annex, N. Y.

**A WOMAN**, now and for past five years in charge of Advertising Department of manufacturing concern of national repute and with wide experience in varied lines of advertising, wishes to assume charge of Advertising Department in New York. Would also like to hear from Advertising Agency (New York or elsewhere), desiring copy writer. "X. Y. Z.," care Printers' Ink.

**AT LIBERTY DEC. 1st.**—The advertising manager of one of the more enterprising of the large book publishing houses seeks a new connection with publishing or banking house, theatrical firm, or with an advertiser in need of a publicity man of character, judgment and demonstrated ability. "Copy," methods and ideas have received commendations from many sources; work is well known. Interview is solicited. "H. D. S.," Printers' Ink.

Advertising Man,  
Solicitor and Salesman

Desires to change position! Six years of successful work. Will furnish best references. An interview will convince you. Address "ADV. MGR.," Box 242, Brockton, Mass.



Do Your Own Printing  
and ADVERTISING

Cards, circulars, book, or small newspaper. Press, \$5. Larger size, \$18. Great money savers. Type setting and all easy by printed instructions sent. For old or young, business or pleasure. Write to factory for catalogue of presses, type, paper, cards, etc. Address **THE PRESS CO.**, Meriden, Connecticut

## Business Going Out

The Frank Presbrey Company, New York, is preparing a mail-order campaign for La Reclama Cigars. A general list of standard magazines and weeklies will be used.

Times Square Automobile Company, New York, dealers in second-hand automobiles and accessories, is asking rates from newspapers generally.

Five thousand line contracts are being made with newspapers in the Northwest by Olin Finney, Chicago (a new agency) on account of the J. P. Smith Shoe Company.

An advertising campaign is being prepared for Tobias & Company, New York, mail-order cloaks and suits, by the Lord Advertising Agency, of the same city. Copy will start with the February issues of women's publications.

The Southern Advertising Agency, Augusta, Ga., is making 5,000 line contracts with newspapers to advertise Old Pepper Whiskey.

The H. Summer Sternberg Advertising Service, New York, is preparing an attractive series of advertisements to be run in leading weekly and monthly magazines for the Whiz Suspender, made by the Harris Suspender Company, New York. A selected list of metropolitan newspapers throughout the country will also be used. Copy will start during February.

Some copy advertising the Christmas number of the *Woman's Home Companion* will be sent to newspapers during November by the J. W. Morgan Agency, New York.

Copy for the Phillips Drug Company, Warren, Pa., advertising its rheumatism cure, is being placed by the Morse International Agency, New York. Newspapers in Wisconsin and Indiana are being used for the present.

N. W. Ayer & Son, Philadelphia, are using space in newspapers to advertise the macaroni made by Maull Brothers, St. Louis.

Winter copy for the Seaboard Air Line and Fall Tours over the Old Dominion Line has been sent out by the Frank Presbrey Company, New York. The advertising of Carnegie Hall will also be placed by this agency.

The Cleveland office of the J. Walter Thompson Company is sending out orders to newspapers for the Baker Motor Vehicle Company, of that city. Advertisements will run 100 lines or more in Sunday issues during the 1908-1909 automobile season, in all cities where

the Baker Motor Vehicle Company has agencies.

The list of newspapers to be used for Cuticura advertising is being made up by the Morse International Agency, New York.

M. B. Wilson, New York, is making 10,000 line contracts with Pacific Northwest newspapers on account of Madame Yale, toilet preparations. First copy announces a lecture tour to be made by the advertiser.

Five thousand line renewal contracts are being made with newspapers by the W. T. Hanson Company, Schenectady, for Dr. William's Pink Pills advertising.

\* \* \*

Hill & Stocking, Pittsburgh, are using space in newspapers for J. S. & W. S. Kuhn, Pittsburgh bankers, to advertise a stock proposition of the United Water & Light Company.

The Eastern Advertising Agency, New York, is sending out copy to newspapers for R. A. Sweet, Scranton, Pa., a mail-order hair tonic proposition.

A line of classified copy is going to a selected list of newspapers for Wing Piano advertising, business being placed by Andrews & Coupe, New York.

Health publications are receiving copy from the Lord Advertising Agency, New York, for the advertising of E. J. Beach, a food scientist.

The Battle Creek, Mich., *Journal* is now represented in the East by Robert McQuoid, New York.

### BOSTON ITEMS.

The Boston News Bureau is placing large reading notices in all Massachusetts papers for the Boston Elevated Railroad. These take the form of items relative to the opening of the Washington Street Tunnel.

A novel plan is being tried by the Ginter Grocery Co., which operates a chain of grocery stores in Boston and suburbs selling at cut rates and largely to the middle and poorer classes. Recently it has opened a beautifully fitted out new store on Tremont Street in the heart of the wealthy shopping district. This store is called "The Ginter Specialty Shop" and sells only the high-grade delicacies and specialties of the Ginter Co. The plan is working out well, and with the usual aggressive advertising methods of the Ginter Co. an excellent business is assured.

Wood, Putnam & Wood are sending out orders to a large list of women's

papers and general magazines for the advertising of Ben Levy Co., manufacturers of Lablanche Face Cream. Copy runs regularly for a year. Thirty line space is used in general publications and larger copy up to 100 lines in women's publications. The account is handled by M. V. Putnam.

The New England Advertising Agency, 53 State St., is placing large copy for the Friend Soap & Supply Co. Mail order papers, agriculturals and dailies are being used.

The Howard Watch Co., Waltham, Mass., are contracting for six to twelve pages of space in leading magazines. The business is placed by Arnold & Dyer, Philadelphia.

A. H. Wood of Wood, Putnam & Wood, is placing orders with daily newspapers for the Hotel Lenox on an exchange basis. Exchange deals are also being made with magazines for the Hotel Titchfield, Port Antonio, Jamaica.

A rather amusing item appeared in a Boston paper recently to the effect that the milk factory of the Van Camp Company in Vermont had been forced to shut down temporarily on account of lack of water.

Some additional newspaper advertising is being done by the O'Sullivan Rubber Co., of Lowell. Large space is being used in metropolitan dailies and the contracts are in the hands of C. C. Cameron, manager of the Boston office of J. Walter Thompson Co.

New England newspapers are receiving propositions from Ellis & Dowst on the advertising of the Allredie Pure Food Co. The product advertised is "Allredie Plum Pudding" and large space is to be used during the fall.

Plans are being made by the W. F. Smith Co. for considerable newspaper advertising, starting after the first of the year, for Smith's Buchu Lithia Pills. The copy and contracts will go through the Thompson Agency.

The National Magazine is placing considerable advertising in leading magazines for their own publication.

After the first of the year an extensive newspaper campaign will be conducted for Dr. Greene's Nervura. This business will be placed by the P. F. O'Keefe Agency, Carney Building.

The advertising of Thomas W. Lawson has started up again in a few large cities. It is reported that a larger campaign is being planned. As usual the business goes through the H. B. Humphrey Agency.

City Editor: "Why do you say that this man 'passed away,' instead of 'died'?"

Reporter: "He owed me money and I don't like to feel that he is really dead."—*Harper's Weekly*.

## DOINGS OF THE AD CLUBS.

The Portland (Ore.) Ad Club has just issued a four-page folder which it is sending to those business men whom it desires to add to its membership. Whoever prepared it succeeded in putting into brief and attractive form the objects for which the Club was created. It wouldn't be a bad idea for every ad club in the country to adopt the statement and make use of it right along. Here it is:

### WHY IS THE PORTLAND AD CLUB?

#### PRIMARILY

- To talk shop.
- To discuss advertising problems.
- To help make advertising better—cleaner—more truthful—more profitable.

- To exchange ideas.
- To exchange information.
- To spread the gospel of honesty in advertising.

To help qualify sellers of advertising space or advertising service to make much money for their customers or employers.

To get acquainted.

To develop a mutual and fraternal feeling among advertising men and buyers of advertising.

To "cement the advertising craft into an active entity."

#### SECONDARILY

To take the initiative in live movements for the upbuilding and advertising of Portland.

To support public-spirited citizens and public-spirited organizations of Portland in progress and uplift work.

The first quarterly dinner of the season given by the Advertisers' Club of Cincinnati took place just when the political pot was boiling hottest, but in spite of the distractions of the campaign, the attendance was nearly a hundred. Ren Mulford, Jr., as toast-master, introduced Geo. E. Bundy, a Norwood real estate man, who provided a treat in his address on "Sunshine in Ad-Land." Prof. B. B. Breese of the University of Chicago, was heard on "The Psychology of Advertising." An excellent musical program was provided. At the November meeting nominating committees will be chosen and rival tickets placed in the field for the annual election a month later. Plans for the Winter indicate that the subjects to be taken up will be unusually attractive.

## HOW ONE CONCERN SHOWS THAT IT IS "ON THE MAP."

Clay, Robinson & Company is the name of an unusually progressive live stock commission concern, with headquarters in Chicago and branches in Kansas City, South Omaha, South St. Joseph, Denver, Sioux City, East Buffalo and South St. Paul. This house has an advertising manager, R. P. Falis, who "does things." One of his recent doings is a three-color wall map of the United States, about 21x30 inches in size. On the outside fold, and the first thing to meet the eye of the recipient, is the statement that "Clay, Robinson & Co. are 'on the map,'" and this happy introduction to the subject is followed by the explanation that this map, designed, executed (and copy-righted) exclusively by Clay, Robinson & Co., is essentially a stockman's map, and does not purport to show every town in the United States, many places of considerable commercial importance being omitted.

What the map does show, however, are the things of real consequence to the stockman as a stockman—all or nearly all of the feeding stations along the different railroads, with indications, when possible, as to whether the yards are for cattle or sheep, or both; the "Quarantine Line" against Splenic or Southern Cattle Fever, and last, but by no means least, the eight markets where this company maintains its own "fully equipped houses with full force of employees in all departments." These are indicated by a large red circle drawn around the name of each city mentioned at the beginning of this article, the "quarantine line" also being in bold red.

On the back of the map, divided among its various folds, are halftones of the two "Bills" who strove so valiantly for a seat in the White House, followed by Clay, Robinson & Co.'s "Platform," divided into five "planks" and the statement that "your suffrages are

a matter of politics, but your shipments are a matter of business"; political statistics of the Presidential vote, 1828-1904; past political complexion of the states; electoral votes by states; electoral college, etc. Then there is an interesting talk about the company itself, under the head, "Twenty-two years of progress"; a "Roster of employees," giving names of 166 persons employed in the different branches, with the capacity and length of service of each.

Following this very impressive showing are two folds devoted to "Range cattle and how we handle them" and another of "Notes on shipping range sheep."

There are also testimonials from large cattle companies and a full fold is given to a special notice about the company's 12-page "Live Stock Reporter," an illustrated live stock paper published weekly and mailed free to actual and prospective customers, and to others at fifty cents a year to cover postage.

It would be difficult, in my humble opinion, to conceive a more effective piece of advertising for this line, and the idea is presented here because it seems adaptable to other, wholly different lines in the fact that it furnishes information of real value to those appealed to and thus becomes an excellent vehicle for the company's own arguments, which are so well and so comprehensively stated, and so linked with the extraneous matter as to get much immediate attention and further notice when that matter is referred to, as it is bound to be. A very important element was the timeliness of its issue, being mailed at the beginning of and during the recent campaign.

JACARTHUR.

"A most peculiar effect was produced by an announcement in the advertisements of a county fair to be held in my state," says Congressman Champ Clark. "Among other things, the announcement said that 'attractive features of this great fair will be highly amusing donkey-races and pig-races.' Then, to the amazement of the judicious, this note was added: 'Competition in these two contests will be open to citizens of the county only!'"—*Lippincott's*.





## Stands Out From The Crowd

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August 12th, 1908.

BUSINESS MAN'S PUBLISHING CO., Ltd.

Detroit, Michigan

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Sincerely yours, CHRISTIAN'S NATURAL FOOD CO.,  
R. E. SAMMONS, Advertising Manager

*Dictaphone Company of America*

Dun Bldg., 290 Broadway, New York

August 14th, 1908.

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Sales Manager.

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